

**SYLLABUS
OF
MASTER OF BUSINESS ADMINISTRATION
(AGRI-BUSINESS MANAGEMENT)**

SUBMITTED BY:

Dr. Arvind Kumar

Assistant Professor

Department of Agriculture

AISECT University

Matwari Chowk, Infront of Gandhi Maidan,

Hazaribag, Jharkhand

ORDINANCES GOVERNING TWO-YEAR (FULL-TIME)

MASTER OF BUSINESS ADMINISTRATION (MBA) AGRI-BUSINESS DEGREE COURSE

In pursuance of the decision of the University to start two-year (four semesters) MBA (Agri. Business Management) Course from the academic session 2017-2019, the following are the ordinances relating to MBA (Agri. Business Management) courses to come in force from the academic session 2017-2019. The course focuses on creating manpower with domain knowledge of agricultural sciences and the concepts of business management to serve as professional in agriculture, food industry, urban and rural business management. The students admitted have excellent exposure to agribusiness management and rural marketing by extensive interaction with the industry. Further, the students get opportunity to become professional with managerial skills, positive attitude and personality acceptable to industry and related sectors. There is an unprecedented demand of such qualified agribusiness professionals to competently manage the operation and drive the growth in agriculture and allied sectors.

ELIGIBILITY:

The candidates seeking admission to MBA (Agri. Business Management) should have secured a minimum of 50% marks in aggregate at the B.Sc. (Ag.), Veterinary Sciences and Animal Husbandry, forestry, Horticulture, Dairy Technology, Agricultural Engineering and allied disciplines OR B.Sc. Home Science/Life Science background: Botany, Zoology, Bio-Chemistry, Bio-Technology under 10+2+3 Scheme OR A Post Graduate in the above disciplines.

PROGRAMME AND COURSE FEE:

1. The Course will be under the Self-financing scheme.
2. The candidates will be required to pay annual fee of **Rs. 35,000/-** as the first instalment at the time of provisional admission.
3. In addition to the above fee, such candidates are also required to pay regular fee in cash at the **Fee Counter** of the University.

COURSES OF STUDY AND EXAMINATION:

1. A candidate admitted to the M.B.A. (Agri. Business Management) Course shall be permitted to appear at University Examinations only when he/she has been enrolled as a student of the AISECT University and has paid the Enrolment Fee prescribed hereinafter by the Ordinances.
2. Candidates admitted to the M.B.A. (Agri. Business Management) Course shall pursue the regular courses of lectures, tutorials, sessionals, and practical, if any, laid down in these Ordinances for the different Semester Examination for a period of four semesters.

Here the term "Semester" means approximately half of an academic year designated for the purpose. The duration of each semester shall ordinarily be sixteen weeks.

A. A student of the M.B.A. (Agri. Business Management) course shall not be permitted to seek admission concurrently to any other equivalent or higher degree or diploma examination in the University.

B. A student shall be deemed to have pursued a regular course of study in a subject during each year provided he/she has attended at least 75% of the classes actually

held in each subject of his/her examination, provided that the Dean of Faculty/Coordinator, MBA (Agri. Business Management) may condone shortage of percentage in attendance not exceeding 5% in each subject due to one or more of the following reasons, involving absence from classes:

- i. Participation in NCC/NSC Campus, duly supported by a certificate.
 - ii. Participation in University or College/Faculty Team Games or Inter-State or Inter-University tournaments; duly supported by a certificate from the Secretary of the University Athletic Association or President of the College/ Faculty Athletic Association concerned.
 - iii. Participation in Educational Excursions conducted on working days certified by the Principal/ Dean of the College/Faculty or the Head of the Department. These excursions shall not include those organized for a class as a whole. No credit will be given for excursions conducted on holidays.
- C.** The attendance of a candidate shall be counted from the date of his/her admission, while in the case of a promoted candidate, attendance shall be counted from the date on which the respective classes begin.
- D.** The Academic Council shall have power to condone any deficiency of attendance but only for cogent reasons.
3. All the Four Semester examinations of the M.B.A. (Agri. Business Management) Course shall be conducted by means of written papers OR partly, by means of written papers and partly by means of sessionals (internal assessment) and other examinations.
 4. All applications to appear at the M.B.A. (Agri. Business Management) Semester examinations shall be addressed to the Controller of Examinations and shall be presented within such time and all such applications shall be accompanied by a satisfactory character certificate from the Head of the Department of Management Studies /Coordinator, MBA (Agri. Business Management). Every application form and fees shall be dispatched through proper channel so as to reach the Controller of Examinations on or before the date prescribed for the purpose.
 5. **(a).** A candidate who has completed a regular course of M.B.A. (Agri. Business Management) semester examination but fails to pass or to appear at the above examinations may be admitted with the permission of the steering Committee to a subsequent examinations on a new application being made and on payment of a fresh fee unless otherwise exempted by the University. Such a candidate may seek readmission along with fresh entrance to the course as a regular student or may appear at the examination as an ex-student. In the latter case he/she shall not be required to peruse a further course of lecture, tutorials, sessionals and practicals, if any prescribed for the examination.
(b). Where a student has been allowed to appear as an ex-student the marks secured by him/her in the semester reports, sessionals and other class work, shall be automatically carried over the examination at which he appear as an ex-student.

PROGRAMME STRUCTURE:

This is a two years full time Post graduate Degree Course divided into four semesters, summer placement and project work. The programme emphasizes on management skills like communication, decision making leadership, discipline and team work.

SCHEME OF TWO-YEAR M.B.A. (AGRI BUSINESS) EXAMINATION:

Candidates for the two-year M.B.A. (Agri. Business Management) shall be examined in the following subjects in accordance with the syllabi or course prescribed in the following Ordinances. Only such elective subjects as are approved by the Head of the Department of Management Studies/The Coordinator, MBA (Agri. Business Management) shall be selected by candidates.

COURSE STRUCTURE AT A GLANCE MBA (Agri. Business Management):**SEMESTER – I**

Sr. No.	Course Code	Course Title	Credit Hrs.
1	AABM 101	Introductory Agriculture and Allied Sectors	S/US
2	AABM 102	Agribusiness Environment and Policy	3(3+0)
3	AABM 103	Management Process and Organizational Behaviour	4(4+0)
4	AABM 104	Quantitative Method	4(4+0)
5	AABM 105	Managerial Economics	4(4+0)
6	AABM 106	Environment Analysis and Management	4(4+0)
7	AABM 107	Managerial Skill Development	4(4+0)
8	AABM 108	Accounting for Managers	4(4+0)
9	AABM 109	Computer Application for Managers	4(3+1)
10	AABM 110	Business ethics & CSR	3(3+0)
11	AABM 191	Seminar in Agribusiness Management - I	1(1+0)
Total Credits			35

SEMESTER – II

Sr. No.	Course Code	Course Title	Credit Hrs.
12	AABM 201	Business policy and Strategic analysis	3(3+0)
13	AABM 202	Management science	4(4+0)
14	AABM 203	Human Resource Management	3(3+0)
15	AABM 204	Financial Management	4(4+0)
16	AABM 205	Marketing Management	3(3+0)
17	AABM 206	Production & operation Management	4(4+0)
18	AABM 207	Research Methodology	4(4+0)
19	AABM 208	International Business	3(3+0)
20	AABM 209	Agricultural Supply Chain Management	2(2+0)
21	AABM 292	Seminar in Agribusiness Management - II	1(1+0)
22	AABM 295	Summer Training/ Industrial Attachment	S/US
Total Credits			31

SEMESTER – III

Sr. No.	Course Code	Course Title	Credit Hrs.
23	AABM 301	Rural Marketing	2(2+0)

24	AABM 302	Agricultural Marketing Management	2(2+0)
25	AABM 303	Management of Agribusiness Co-operative	2(2+0)
Total Credits			06

*****Elective Group A: Agri. Input Management**

Sr. No.	Course Code	Course Title	Credit Hrs.
26	AABM 304	Fertilizer Technology and Management	2(2+0)
27	AABM 305	Seed Production Technology and Management	2(2+0)
28	AABM 306	Farm Power and Machinery Management	2(2+0)
Total Credits			06

Elective Group B: Live Stock Management

Sr. No.	Course Code	Course Title	Credit Hrs.
29	AABM 307	Food Technology and Processing Management	2(2+0)
30	AABM 308	Technology Management for Livestock Products	2(2+0)
31	AABM 309	Feed Business Management	2(2+0)
Total Credits			06

Elective Group C: Food Process Management

Sr. No.	Course Code	Course Title	Credit Hrs.
32	AABM 310	Food Technology and Processing Management	2(2+0)
33	AABM 311	Technology Management for Livestock Products	2(2+0)
34	AABM 312	Fruit Production and Post Harvest Management	2(2+0)
Total Credits			06

Elective Group D: Agri. Technology Management

Sr. No.	Course Code	Course Title	Credit Hrs.
35	AABM 313	Fertilizer Technology and Management	2(2+0)
36	AABM 314	Seed Production Technology and Management	2(2+0)
37	AABM 315	Fruit Production and Post Harvesting Management	2(2+0)
Total Credits			06

SEMESTER – IV

Sr. No.	Course Code	Course Title	Credit Hrs.
38	AABM 401	Farm Business Management	2(2+0)
39	AABM 402	Agribusiness Financial Management	2(2+0)
40	AABM 499**	Dissertation / Viva Voce	0+10
Total Credits			14

Elective Group A: Agri. Input Management

Sr. No.	Course Code	Course Title	Credit Hrs.
41	AABM 403	Management of Agro Chemical Industry	2(2+0)
42	AABM 404	Feed Business Management	2(2+0)
Total Credits			04

Elective Group B: Live Stock Management

Sr. No.	Course Code	Course Title	Credit Hrs.
43	AABM 405	Management of Veterinary Hospital	2(2+0)
44	AABM 406	Poultry and Hatchery Management	2(2+0)

Total Credits	04
----------------------	-----------

Elective Group C: Food Process Management

Sr. No.	Course Code	Course Title	Credit Hrs.
45	AABM 407	Food Retail Management	2(2+0)
46	AABM 408	Feed Business Management	2(2+0)
Total Credits			04

Elective Group D: Agri. Technology Management

Sr. No.	Course Code	Course Title	Credit Hrs.
47	AABM 409	Management of Floriculture and Landscaping	2(2+0)
48	AABM 410	Management of Agricultural Input Marketing	2(2+0)
Total Credits			04

* The bifurcation of credit hours in theory, practical, tutorials etc. will be as per the need of the course and Universities. In the courses where practical are not provided / possible, tutorials will be required (1 to 2 contact hours) depending on the course need to take care of case discussions / presentations / role plays / business games

** To be completed in companies after the completion of 1st year (6-8 weeks) duration

*** Elective courses will be offered to the students in 2nd year of the programme, subject to Minimum of 12 credits and maximum 18 credits. Universities may club together similar elective courses to form specialized elective areas.

ELECTIVE PAPERS FOR M.B.A. (AGRI BUSINESS) COURSE:

The students will be offered any one of the following elective groups each groups consisting of **four** papers of which the first **two** papers will be taught in the M.B.A. (Agri. Business Management) III semester and the remaining papers in the M.B.A. (Agri. Business Management) IV semester.

1. Group A: Agri. Input Management
2. Group B: Live Stock Management
3. Group C: Food Process Management
4. Group D: Agri. Technology Management

(Elective Groups available for the purpose will depend upon the facilities in the Department and provided there are enough students in each elective group for proper interaction and discussion).

Note: Examination in each paper shall have two components – End semester Theory Paper carrying a maximum of 100 marks and sessionals carrying a maximum of 30 marks. The pattern of end semester Theory examination in each paper is given after the detailed course contents of each paper.

SESSIONALS:

M.B.A. (Agri. Business Management) students shall appear in such class tests and shall submit one or more semester reports and/or other assignments in each of the courses offered by them as are given to them by the concerned teachers.

Such class tests, semester reports and/or assignments in each paper shall carry 30 marks, of which 10 marks will be for class tests and quizzes and 10 marks for semester report/s and/or assignment/s. (The marks of 2 best class tests/quizzes be considered out of 3 class tests/quizzes).

The marks obtained in semester report/s and/or assignment/s will be made known to the students.

Where candidate fails to take examination in any one or more papers or having taken the examination, has but failed to secure the minimum pass marks in any one or more papers or in the aggregate, his marks in the class tests, semester reports and/or assignments will be carried forward to the subsequent examination.

PRACTICAL TRAINING REPORT, DISSERTATION AND VIVA-VOCE:

- Every MBA (Agri. Business Management) students is required to undertake practical training for a period of four to six weeks in a reputed organization connected with industry, trade or commerce, approved by the Head of the Department of Management Studies/The Coordinator, MBA (Agri. Business Management).
- The Practical Training Report submitted by the candidates for the MBA (Agri. Business Management) degree is examined by an internal and an external examiner independently out of 100 marks and the average of marks secured is credited to the marks obtained by the candidate. If the difference in percentage of marks between the internal examiners is 30% or more, the Training Report will be sent to an examination department.
- Every student will be required to make a presentation of his/her practical training report, including that of Project work undertaken by him/her during summer /practical training, before an audience consisting of all students and teachers of the Faculty. This presentation will be evaluated, out of 50 marks, by a board consisting of teachers of the Faculty nominated for this purpose by the Board of Examiners/Dean of Faculty /Head of the Department/The Coordinator, MBA (Agri. Business Management).
- Every MBA (Agri. Business Management) student will also be required to prepare a Dissertation preferably in his/her area of specialization under the supervision of a teacher of the Faculty/other Faculties including Faculty of Agriculture Sciences as notified by the Steering Committee of Agri. Business. The topic of the Dissertation and the name of the supervisor earmarked will be approved by a ‘Dissertation Committee’ formed for this purpose by the Head/Dean of the Faculty/The Coordinator, MBA (Agri. Business Management). This Dissertation will constitute a part of the MBA (Agri. Business Management) IV Semester Examination and will carry 100 marks.
- Each student will be required to present Research Methodology of the Dissertation before the members of the Faculty for consideration and finalization.
- The Dissertation shall be submitted to the Controller of Examination in duplicate on or before a specific date fixed for the purpose by the Head/Dean of the Management Studies/The Coordinator, MBA (Agri. Business Management).
- The Dissertation shall be examined by Two (One internal and one external) examiners, who shall evaluate it independently out of 100 marks each. The average of these marks shall be credited to the marks obtained by the student.
- The Viva Voce examination of the MBA (Agri. Business Management) students shall be conducted at the end of the last semester and shall carry 100 marks. It shall be conducted by a board consisting of the Head of the Department/The Coordinator, MBA (Agri. Business Management), two senior most teachers of the Faculty and one chairman of our University.

SUBJECTS, SCRIPT AND DURATION OF EXAMINATIONS:

- Except when otherwise directed by the Ordinances or by the examiner in the examination paper, every candidate shall answer question in English language in the examination in all the subjects.
- Each individual paper shall be of three hours' duration and practical's, if any, shall also be of three hours' duration.

ADMIT CARD:

- The Controller of Examinations may, if satisfied, that an examination Admit Card has been lost or destroyed grants a duplicate Admit Card on payment of a further fee.
- A candidate may not be admitted in to the examination room unless he/she produces his Admit Card to the Officer conducting the examination, or satisfies such officer that it will be subsequently produced.

SPECIAL ORDINANCES FOR WOMEN CANDIDATES:

Women candidates shall be eligible for admission to the M.B.A. (Agri. Business Management) Degree Course. The Academic Council shall, from time to time, make such arrangements for the residence of women students as may be necessary. In other respects, the condition governing women candidates shall be those prescribed in the Ordinances for male candidates.

SCALE OF TUITION AND OTHER FEES:

All regular full-time candidates admitted and preparing for the M.B.A (Agri. Business Management) I and II or III and IV semester examinations shall pay the fees according to the University decision as applicable from time to time.

COURSE SYLLABI OF MASTER OF BUSINESS ADMINISTRATION (Agri. Business Management) AISECT UNIVERSITY, Hazaribag (JH) SEMESTER-I Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 101	Introductory Agriculture and Allies Sectors	S/US	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT-I

Importance of agriculture in India,- Branches of Agriculture and their relationship and allied sciences. Principles of crop production, classification of crop.

UNIT-II

Agro-ecological regions of India, Major crops of rain fed and irrigated system including horticultural crops. Farming system approaches.

UNIT-III

Soils of India and Jharkhand, Soil and water related constraints in agriculture. Plant nutrients and their management. Organic manures, fertilizers bio fertilizers and their nutrient content.

UNIT- IV

Integrated plant nutrient management. Organic farming. Weather and climatic of India and Jharkhand. Important pest and disease of crop.

UNIT- V

Central and state sponsored projects on agricultural development. Visit to farmers fields. Visit to laboratories and research centre, Visit to seed production units, Visit to experimental sites.

Suggesting Reading

A History of Agriculture in India- M.S. Randhwa, Vol. IV (1947-1981), ICAR New Delhi
Principles of Agronomy – S.R. Reddy, Kalyani Publisher New Delhi
Hand Book of Agriculture in ICAR, New Delhi

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 102	Agri-business Environment and policy	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Role of agriculture in Indian economy; problems and policy changes relating to farm supplies, farm production, agro processing, agricultural marketing, agricultural finance etc. in the country.

UNIT- II

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

UNIT- III

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

UNIT- IV

Agribusiness policies- concept and formulation; and new dimensions in Agri. business environment and policy.

UNIT- V

Agricultural price and marketing policies; public distribution system and other policies.

Suggested Readings

Adhikary M. 1986. *Economic Environment of Business*. S. Chand & Sons.

Aswathappa K. 1997. *Essentials of Business Environment*. Himalaya Publ.

Francis Cherunilam 2003. *Business Environment*. Himalaya Publ.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 103	Management Process and Organizational Behaviour	4(3+1+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT I

Management Systems and Process, Introduction, Definition, & Nature of Management, Management – A science and an Art, Management vs Administration, Functions of Management, Significance of Management. Evolution of Management Thoughts, Introduction, Approaches to Management, Classical Theory, Scientific Management

Approach, Leading Management Thinkers. Managerial Skills, Introduction, Levels of Management, Managerial Skills, Job of a Manager, Managerial Roles. Social Responsibility of Management, Social Objectives and Obligations, Social Responsibilities of Management in India.

UNIT II

Understanding and Managing Individual Behaviour, Introduction, Models of Organizational Behaviour, McGregor's XY Theory, Immaturity-Maturity Theory, Mayo's Social Man, Schein's Rational and Complex Man, Theory Z : A Hybrid Model. Personality: Personality, Trait Theories.

UNIT III

Perception – Perceptual Process and Managerial Implications of Perception, The Role of Perception, Characteristics of the Person, Situational Processes, Managerial Implications of Perception. Values and Attitudes, Introduction, Types & Sources, Values and Corporate Culture, Attitudes, Measurement of Attitude, Job Satisfaction. Learning, Introduction, Nature & Theories of Learning, Individual Decision Making and Problem Solving: Importance, Types & Models of decision-making, Dynamics of Decision-making.

UNIT IV

Understanding and Managing Group Processes, Introduction, Formal & Informal Organization, Group Dynamics, Work Teams: Definition, Types, and Effectiveness, Quality Circle, Team building .Interpersonal and Group Behavior, Interpersonal Skills, Transactional Analysis, Johari Window, Nature of Groups, Reasons for Group Formation.

UNIT V

Meaning and Determinants of Organizational Behaviour: Definition, Historical Roots of Organizational Behaviour, The Emergence of Organizational Behaviour, Organizing and Organizational Structure Line and Staff Conflicts, Introduction, Organization Structure, Principles of Organization, Span of Management, Organization Charts, Authority Relationships: Line, Staff and Functional, Forms of Organization Structure. Work Stress and Stress Management, Introduction, Defining Stress, Factors that produce stress, Coping Strategies Stress-management Techniques. Organizational Conflicts and its Dimensions, Introduction, The Conflict Process, Sources of Conflict, Types, Symptoms & Causes of Conflict.

Reference Books:

1. Organisational Behaviour - R.C Agarwal(Sahitya Bhawan Publication)
2. Organisational Behaviour - L.M.Prasad
3. Organisational Behaviour - Human Behaviour at work
- John W. Newstrom & Keith Davis
4. Organisational Behaviour - Stephon Robbins
5. Management - John Schermerhorn
6. Organisation Behaviour - Ashwathappa
7. Organisational Behaviour - Dr. Anjali Ghanekar
8. Organisational Behaviour - Dr. S S Khanka
9. Management and Behavioural Processes - K Shridhar Bhatt
10. Organisational Behaviour - Fred Luthans

AISECT UNIVERSITY, Hazaribagh (JH)

Scheme of Examination

Department: Agriculture/Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 104	Quantitative Method	4(3+1+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT I

Basic Quantitative Methods : Introduction, Measure of Central Tendency, Mean, Median (MD), Mode, Correlation, Linear Simple Correlation, Regression, Index Number.

Probability Distributions - Concept of Probability, Bayes Theorem or Inverse Probability Rule, Random Variables, Mean and Variance of a Random Variable, Expected Value, Expected Value with Perfect Information (EVPI), Poisson, Hypergeometric Distribution, Normal Distribution, Joint Probability Distribution .

UNIT II

Sampling – Meaning, Sample Investigation, Methods of sampling, Types of Sampling, Sampling Distribution, Sampling from Normal and Non-normal Populations, Central Limit Theorem, Determination of Sample Size, Finite Population Multiplier, Sampling Distribution of Number of Successes, Hypothesis and test of significance.

UNIT III

Analysis of Variance - Nature of the Test Statistic, Testing the Significance of Regression using Analysis of Variance, Test for Difference among more than Two Samples, Inference about a Population Variance, Inferences for Comparing Two Population Variances, One Way Analysis of Variance, Two Way Analysis of Variance Practical. Non Parametric Test.

UNIT IV

Simple Regression and Correlation - Types of Relationships, Estimation using the Regression Line, Mean and Variance of 'e_i' Values, Definition of Correlation, Regression and Correlation Analysis. Time Series and Forecasting - Variations in Time Series, Trend Analysis, Time Series Analysis in Forecasting.

UNIT V

Decision Theories - Decision Analysis, Expected Value Criterion with Continuously Distributed Random Variables, Decision Tree Analysis .

Reference Books:

1. Quantitative Method : Shashi Kumar (Gennext Publication)
2. Quantitative Method : Paolo Bandimarte (Wiley)
3. Quantitative Method : T.R Jain & A.S Sandhu (V.K Publication)
4. Quantitative Method Theory & practical : J K Sharma Shashi Kumar (Gennext Publication)
5. Quantitative in Management : Rselvaraj (Excell Books)

AISECT UNIVERSITY, Hazaribagh (JH) Scheme of Examination

Department: Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 105	Managerial Economics	4(3+1+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT I

Managerial Economics: An Overview - Nature of Managerial Economics, Scope of Managerial Economics, Concepts of Managerial Economics, Fundamental Nature of Managerial Economics, Appropriate Definitions, Basic Characteristics, Theoretical Concepts of Managerial Economics, Role of the Managerial Economist.

UNIT II

			Major	Minor	Sessional.	End Sem	Lab Work			al
AABM 107	Managerial Skill Development	4(3+1+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

UNIT I

Communication: Its Meaning Objectives and Models, Scope of Communicating Programme, Functions of Communication, Characteristics/Nature/Features or Elements of Communication, Qualities of good communication system, Process of Communication.

UNIT II

Channels of Communication: Formal Vs Informal, Features of Informal Communication, Advantages of Informal Communication, Disadvantages of Informal Communication, How to use Grapevine Effectively.

UNIT III

Barriers of Communication, Semantic of Language Barriers, Organizational Barriers, Personal Barriers, Overcoming Communication Barriers.

UNIT IV

Effective Listening, Importance of Listening, Process of Listening, Types of Listening, Barriers to Listening, Effective Listening/How to Improve Listening Skill, Importance of Feedback in Listening.

UNIT V

Business Letter Writing, Importance of Business Letter Writing, Objects/Need of Business Letter, Physical Appearance of Business Letters, Types of Business Letters, Essential of an Effective Business Letter, Functions and Objects of a commercial letter functions of a commercial letter, Qualities of a good Letter writer, Layout or structure of a business letter.

Reference Books:

1. Business Communication : K.K Sinha (Galgotia Publishing Company New Delhi.)
2. Communication : C.S Rayudu (Himalaya Publishing House Mumbai)
3. Business Communication : Prof. N.Gupta & P.Mahajan, (Sahitya Bhawan Publication)
4. Business Communication : Dr. P. K Mishra (Sahitya Bhawan Publication)

AISECT UNIVERSITY, Hazaribagh (JH)

Scheme of Examination

Department: Agriculture/Management

Subject Code	Subject Name	Credits	Maximum marks Allotted							Duration of Exam.	
			Theory			Practical		Total	Theory	Practical	
			Major	Minor	Sessional.	End Sem	Lab Work				
AABM 108	Accounting for Managers	4(3+1+0)	50	20	30	-	-	100	3hrs	-	

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT I

Basics of Accounting, Meaning, Process of Accounting, System of Accounting. Basic Accounting Principles, Classification of Accounts, Personal Account, Real Account, Nominal Accounts. Accounting Process, Transactions in between the Real A/c, Journal Entries in between the Accounts of two different Categories, Accounting Equation. Basics of Cost Accounting, Meaning of Cost Accounting, Cost Classification, Costing Concepts. Cost Sheet, Direct Cost Classification, Indirect Cost Classification, Stock of Raw Materials, Stock of Semi-finished Goods, Stock of Finished Goods.

UNIT II

Corporate Financial Statements, Types & Nature of Financial Statements, Attributes & Uses of Financial Statements, Limitations of Financial Statements. Classification of Expenditure/Receipts, Capital and Revenue Expenditures, Capital and Revenue Receipts, Cost of Goods Sold. Tools of Financial Statement Analysis, Concepts, Objectives, Tools for Analysis and Interpretation, Comparative Financial Statements, Comparative (Income) Financial Statement Analysis, Comparative Common-size Statement, Trend Analysis.

UNIT III

Ratio Analysis, Definition, Classification, Purposes & Utility of the Ratio Analysis, Limitations of the Ratio Analysis, Short-term Solvency Ratios, Capital Structure Ratios, Profitability Ratios, Return on Assets Ratio, Return on Capital Employed, Turnover Ratios, Fund Flow Statement, Meaning & Objectives of Fund Flow Statement, Analysis, Steps, Methods of Fund Flow Statement, Methods of Preparing Fund from Operations, Advantages & Limitations of Fund Flow Statement, Cash Flow Statement, Meaning & Utility of Cash Flow Statement, Steps in the Preparation of Cash Flow Statement,

UNIT IV

Cost Control Techniques, Standard Costing and Variance Analysis, Definition and Meaning of Standard Costing, Standard Costing System, Concept of Variance Analysis, Classification of Variances, Responsibility Accounting, Responsibility Centres, Controllability Concept, Accounting Concepts, Advantages and Disadvantages of Responsibility Accounting.

UNIT V

Management Applications, Definition & Importance of Marginal Costing, Cost-Volume-Profit (CVP) Analysis, Break-even Analysis, Application of Cost Volume Profit Analysis.

Reference Books:

1. Fundamental of Accounting by S.M. Shukla : Sahitya Bhavan
2. Cost and Mgmt. Accounting by Jain and Khandelwal : Ramesh book depo
3. Accounting for managers by Agarwal: Ramesh book depo

AISECT UNIVERSITY, Hazaribagh (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted					Duration of Exam.		
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 109	Computer Application for Managers	4(2+1+1)	50	20	30	25	25	150	3hrs	2 hrs

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT I

INTRODUCTION TO COMPUTER, What is a Computer?, A Simple Model of a Computer, Characteristics of Computers, Classification of Computers, Architecture of a Computer System, Computers in Business, Facilities Available in Computerized System, Indian

Computing Environment, Components of Computer System, The Computer Generations, Computer Languages, Language Translators,

UNIT II

SOFTWARE PACKAGES, Personal Computers in Business, PC Software Packages, Disk Operating System, Windows Operating System,

UNIT III

WORD PROCESSING SOFTWARES, Word Processor, MS Word 2003, Starting MS-Word, Working with Menus,

Word spreadsheet software, microsoft excel 2003, how to start microsoft excel 2003?, a sample session with excel 2003, data entry and editing, range operations, working with worksheets, database functions in spreadsheet,

UNIT IV

MANAGERIAL APPLICATIONS OF COMPUTER, Managerial Applications of Computers, Computer and Management Functions, Computer based Financial Accounting System, Computer based Inventory System, Inventory Control System, Computers and Inventory,

UNIT V

MANAGEMENT INFORMATION SYSTEM, What is an Information System?, The Need for Information Systems, Digital Convergence, Change in Business Environment, Information and Knowledge Economy, Contemporary Approach to Information System, Information System Management Challenges, Ethical and Societal Issues of Information System.

Reference Books:

1. P C Software for Windows by R K Taxali
2. P C Software Bible by S. Jaiswal
3. Fundamentals of Computers: P.K.Sinha.
4. Understanding Computer Fundamentals & Dos By G.K.Iyer
5. P C Software MS office by Nitin K Nayak
6. MS-Office Interactive course by Greg Perry, Techmedia
7. MS-Office complete Reference TMH Publication.
8. Computers Today: Suresh K. Basandra
9. Operating System: Achyut S. Godbole
10. Computer Fundamentals and Architecture by B.Ram.
11. MkW- ,l- ds fot;] MkW- iadt flag % dEI;wVj foKku ,oa lwpuk çkS|ksfxdh] e/;çns'k fgUnh xzaFk vdkneh] Hkksiky
12. MkW- iadt flag dEI;wVj v/;;u] jke çlkn ,aM lal
13. Fundamentals of Computers: P.K.Sinha.
14. System Analysis and Design by Elias M Awad.
15. P C Software for Windows for by R K Taxali.
16. P C Software Bible by S. Jaiswal.
17. Computers Today: Suresh K.Basandra

18. Operating System: Achyut S. Godbole
19. Management Information systems by Gerald V. Post & David L. Anderson.
20. MS-Office Interactive course by Greg Perry, Techmedia

AISECT UNIVERSITY, Hazaribagh (JH)

Scheme of Examination

Department: Agriculture / Management

Subject Code	Subject Name	Credits	Maximum marks Allotted							Duration of Exam.	
			Theory			Practical		Total	Theory	Practical	
			Major	Minor	Sessional.	End Sem	Lab Work				
AABM 110	Business ethics & CSR	3(2+1+0)	50	20	30	-	-	100	3hrs	-	

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT I

BUSINESS ETHICS, Introduction, Concept of Business Ethics, Overview of Business Ethics, Factors affecting Business Ethics, Objectives of Business Ethics, Source of Business Ethics, Morality and Etiquette, Morality and Religion, Morality and Law, Moral Duty, Right and Obligation, Theory of Distributive Justice, Business Ethics in Practice, Attitude of Indian Managers towards Business Ethics.

UNIT II

PHILOSOPHICAL FOUNDATION OF ETHICS, Introduction, Customary Morality and Reflective Morality, Ethical Relativism, Normative Ethical System, Ethics Issues in Different Spheres, Egoism, Utilitarianism, Ethical Formalization, Theoretical Normative Ethics, BUSINESS AND SOCIETY , Introduction, Social Orientation of Business, Social Responsibility of Business, Social Responsibility and Social Responsiveness,

UNIT III

VALUES AND WORK, Introduction, Characteristics of Values, Types of Values, Importance of Values, Difference between Values and Skills, Managing Leadership Values, Corporate Values, Business Culture and Values, Human Values for TQM, Indian Ethos for Management, Work Ethics, Work Culture, Corporate Culture.

UNIT IV

ETHICS AT WORK PLACE, Introduction, Ethics at Work Place, Personal Values and Organizational Goals, Organizational Norms and Conformity, Ethics and Decision Making, Ethical Dilemma, Ethics and Human Resource Management, Ethics and Marketing, Consumerism, Ethics and Advertising, Marketing Research, Price Fixation, Marketing Strategies, Ethics and Corporate Governance, Corporate Disclosure, Ethics, Technology and Computers, Intellectual Property Rights, Ethics and Environment, Sexual Harassment

UNIT V

ETHICS AND CORPORATE CULTURE, Introduction, Measures to Encourage Ethical Conduct and Institutionalize Ethics Training, Code of Conduct, Formal Committees, Ethics Audit, Professional Values and Professional Codes, Managing Ethical Conduct in Modern Times, SOCIAL AND ECONOMIC ISSUES, Introduction, Adaptation to Changing Environment, Economic Growth and Change Areas, Emerging Opportunities in Various Sectors, Management Practices and Cultural Issues, Global Political Situation, Global Competitive Environment, Internal Scene in India, .

Reference Books:

1. Business Ethics and Ethos by Mehta: Ramesh book depot.

AISECT UNIVERSITY, Hazaribag (JH)

SEMESTER-II

Scheme of Examination

Department: Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 201	Business policy and Strategic analysis	3(2+1+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short

notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT I

Strategic Management: An Introduction, Origin of Strategy and Strategic Management, Need for Strategies and Strategic Management, Process, Challenges of Strategic Management, Competitive Vision and Mission Social Responsibility. Concept of synergy, corporate social responsibility.

UNIT II

Understanding External Environment, External Environmental Analysis, Global Effect, Industry Environment Analysis, Determining Industry Attractiveness, Strategic Groups, Competitor Analysis. Analysis of Internal Environment, Internal Analysis Framework, Resources, Capabilities and Core Competencies, Building Core Competencies, Outsourcing, Corporate Strategy.

UNIT III

Implementing Strategic Management, Role of Strategic Leadership in Implementation, Effective Strategic Leadership, Teams as an Organizational Resource, Aligning Organizational Capabilities, Innovation, Implementing Business-level Strategy, Types of Business-level Strategy, Implementing Functional Strategies, Role of the Budget, Strategic Evaluation and Control, Strategic Audit. Operational Strategy, Formulating Operations Strategy, Product-service Mix (What to Produce?), Capacity Planning (How many to Produce?), Technology and Facilities Planning (How to Produce?), TQM Tools and Techniques, Financial Strategy, Procurement of Funds, Utilization of Funds, Financial Ratio Analysis, Financial Strategy and Competitive Advantage.

UNIT IV

Levels of Strategy, Levels of Strategies, Characteristics of Different Levels of Strategies, Scanning Environments for Threats and Opportunities, Analyzing Internal Weaknesses and Strengths, Developing Vision, Mission, Corporate Values and Objectives, Generating Strategic Options, Evaluating and Selecting Overall Strategy, Implementing Strategy, Business Environment Analysis, Variables in Competitive Environments, Critical Success Variables in Competitive Environments, over Resources, Value Chain Analysis. Cost and Value Drivers, Total Value Chain, Importance of Linkages in the Value Chain, Management of Value Chain,

UNIT V

Analysis of Skills and Competence, Concept, Characteristics and Tests of Core Competencies, Resources, Capabilities, Understanding Core Competencies, Mapping, Mapping Stakeholders, Sources of Power of Internal Stakeholders.

Reference Books:

1. Business Policy by Azahar Kazmi: Sahitya Bhavan
2. Strategic Management by Griesh Panalal : Vikas Publication

AISECT UNIVERSITY, Hazaribagh (JH)

Scheme of Examination

Department: Agriculture / Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 202	Management science	4(3+1+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT I

Introduction to Operation Research: Introduction, Background, Features phase, Outlines, Scope,, & Development of OR in India, Mathematics for Operation Research: Introduction, Random variables, Probability Distribution- Discrete & Continuous, Vectors, matrices, Calculus Differentiation,

UNIT II

Linear Programming (Graphical): Introduction, Formulation of problems, Graphical analysis, Graphical problems of Two variable problems, Graphical solution of unbounded solution, Advantages & limitations of Graphical Solutions, Linear Programming (Simplex): Introduction, formulation of problems, Slack, Surplus & Artificial variables, Theory of Simplex Method, Two-phase method & Big M Method,

UNIT III

Transportation Models: Introduction Assumptions, mathematical formulations, matrix form of problem, basic feasible solution-Matrix minimum method, VAM method, Optimum Solution- Stepping stone method, MODI method, Unbalanced problem, Degenerate problem, Trans shipment problem, Assignment Problem: Introduction, Formulation, Optimal Solution, Maximization in assignment problem, Unbalanced problem, Game theory: Introduction, Mixed strategy, Graphical method, 2 X n games,

UNIT IV

Simulation: Introduction, limitations, Steps in simulation, Monte Carlo Simulation, Applications of simulation, CPM & PERT: Introduction, Bar chart & Gnatt Chart, Difference between PERT & CPM, Probability of completion time, Crashing of network, Decision Theory: Introduction. Structured & Unstructured Decisions, Decision under certainty & uncertainty, Decision making under risk, Additional decision making categories,

UNIT V

Inventory Models: Introduction, Classification Single item & Multi-item Inventory models, Inventory control probabilistic models, Multi period probabilistic model, Queueing Theory: Introduction, Statistical methods in Queueing, Decisions problem in Queueing, Solution by simulation, Scheduling & Sequencing: Introduction, Objectives, Production system, Scheduling Methodology, Cost calculations, Sequencing,

Reference Books:

1. Operational Research by Prem Kumar Gupta
2. Operational Research by H.S. Heera
3. Management Science by Ramraj Shastri: Himalaya Publications

AISECT UNIVERSITY, Hazaribagh (JH)

Scheme of Examination

Department: Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 203	Human Resource Management	3(2+1+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT I

Human Resource Management- Concepts and Perspectives, Nature, Scope , Objectives, Importance of HRM, Systems Approach to HRM, HRM and Competitive Advantage, Evolution of the Concept of HRM, Human Resource Management in Changing Environment, Technological Changes, Workforce Diversity, Diversity Issues in India, Managing Diversity, Corporate Objective and Human Resources Planning.

UNIT II

Job Analysis and Job Description- Uses and Process of Job Analysis, Job Description, Job Specification, Methods of Manpower Search, Methods of Recruitment, Induction and Socialization, Placement, Induction/Orientation, Induction Training in India.

UNIT III

Manpower Training and Development- Need for Training, Training vs Development, Training vs Education, Learning Principles: The Philosophy of Training, Applicability of Training, Environment, Areas of Training, Types of Training, A Systematic Approach to Training, Training Methods, Evaluation of a Training Programme, Methods of Evaluation.

UNIT IV

Job Evaluation and Wage Determination- Concept, Job Evaluation vs. Performance Appraisal, Essentials for the Success of a Job Evaluation Programme, Job Evaluation Methods and, Limitations, Objectives of Compensation Planning, Components of Pay Structure in India, Wage and Salary Administration, Objectives, Principles of Wage and Salary Administration, The Elements of Wage and Salary System, Factors Influencing Compensation Levels, Wage policy, Wage Policy in India, State Regulation of Wages, Bonus, Wage Differentials.

UNIT V

Performance Appraisal and Potential Evaluation: Process and Methods of Performance Appraisal, Problems with Performance Appraisal, Essential Characteristics ,System, Potential Appraisal, Performance Appraisal Practices in India.

Industrial Relations and Trade Unions: Industrial Relations, Objectives of Industrial Relations, Approaches to Industrial Relations, Essential Conditions for Sound Industrial Relations, Significance of Industrial Relations, Industrial Conflict.

Reference Books:

1. Text Book - Human Resource Management, Agrawal & Foujdar,(Sahitya Bhawan Publication)
2. C.B Manorial (Himalaya Publication House)
3. R. C Agarwal (Sahitya Bhawan Publication)
4. A.A Ansari (Quality Publication)

AISECT UNIVERSITY, Hazaribagh (JH)

Scheme of Examination

Department: Agriculture / Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 204	Financial Management	4(3+1+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question

should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT I

INTRODUCTION TO FINANCIAL MANAGEMENT: Meaning and Definition of Financial Management, Importance of Financial Management Financial Decisions, Objective of Financial Management, FINANCIAL PLANNING, Meaning and Definition, Need for Financial Planning, Steps in Financial Planning, Objectives of the Financial Plan, CAPITALIZATION Over-capitalization, Under-Capitalization,

UNIT II

CAPITAL STRUCTURE : Meaning of Capital Structure, Features of an Appropriate Capital Structure, Determinants of Capital Structure, Leverages, CAPITAL BUDGETING, Meaning and Definition, Capital Budgeting Process, COST OF CAPITAL, Concept, Importance, Cost of Equity, Cost of Debt Capital, Weighted Average Cost of Capital (WACC),

UNIT III

WORKING CAPITAL MANAGEMENT :Meaning and Definition of Working Capital,, Kinds of Working Capital, Distinction Between Permanent and Temporary Working Capital, Objectives of Working Capital Management, Factors Influencing Working Capital, Determination of Required Working Capital,

UNIT IV

CASH MANAGEMENT: Objectives of Cash Management, Factors Determining Cash Needs, Cash Budget, Managing Cash Flows, Computation of Optimum Cash Balance, Money Market Instruments or Marketable Securities, RECEIVABLES MANAGEMENT, Meaning and Characteristics, Receivables Management, INVENTORY MANAGEMENT, Components of Inventory Management, Objectives, Tools and Techniques of Inventory Management.

UNIT V

MANAGEMENT OF PROFITS/DIVIDEND POLICY: Meaning and Definition, Dividend Policy, Management of Profits/, Dividend Policy, Types of Dividend Policies, Factors Influencing Dividend Policy, Practical Aspects of Dividend Policy.

Reference Books:

1. Khan M.Y. & Jain P.K. - Financial Management, Tata McGraw Hill, New Delhi
2. Pandey I.M. - Financial Management, Vikas Publishing House, New Delhi
3. P.C.Jain & N.C. Jain - foÙkh; çca/k] fgUnh xzaFk vdkneh] Hkksiky
4. dqyJs"B o mik;/k; - foÙkh; çca/k lkfgR; Hkou] vkxjk
5. N.P Srinivasan - Vrinda Publication

AISECT UNIVERSITY, Hazaribagh (JH)

Scheme of Examination

Department: Agriculture / Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 205	Marketing Management	3(2+1+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT I

Introduction to Marketing, Introduction, Defining Marketing, Needs, Wants and Demand, Concept of Exchange, Customer Value and Satisfaction, Evolution of Marketing Concept, Measuring Market Demand, Introduction, Forecasting Methods, Marketing Implementation and Control, Introduction, Marketing Implementation, Organising Marketing Department, Role of Marketing in Structuring, Alternatives, Implementation of Marketing Programmes, Mechanisms to Control, Performance Evaluation Methods, Marketing Environment Analysis, Introduction, Scanning and Analyzing Environment, Information System and Marketing Research.

UNIT II

Market Segmentation, Targeting and Positioning, Introduction, Market Segmentation, Requirements for Effective Segmentation, Bases for Segmentation, Types of Segmentation, Consumer Behaviour - Personal and Organisational, Social Factors, Psychological Factors, Personal Factors, Demographic Factors, Situational Factors, Involvement Level, Consumer Decision-making Process, Organizational, An Introduction to Consumer Behavior

UNIT III

Product Concepts, Introduction, Concept of Product, Product Classification, Product Line and Product Mix, Branding, Packaging and Labeling, Introduction, Concepts of Branding, Brand Identity, Brand Equity, Brand Image, Types of Brand, Brand Name Selection, Branding Strategies, Factors Influencing Branding Strategies, Competitive Situation, Company

AABM 206	Production operation Management	&	4(3+1+0)	50	20	30	-	-	100	3hrs	-
-------------	---------------------------------------	---	--------------	----	----	----	---	---	-----	------	---

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT I

Production & Operation Management :Introduction, Production Management Function, Objectives of Production Management, Scope of Production Management, Decision-making in Production Management, Production Organization, Historical Evolution of Production/Operations Management,

UNIT II

Design and Control of Production Systems, Introduction, Technology Life Cycle (TLC) and Product Design, Categories of Process Technologies, Impact of Design on Technology, Impact of Computers on Process Innovation, Production Life Cycle and Design, Introduction, Product Design, Product Specification, Modular Design and Standardization, Definitions, Product Life Cycle.

UNIT III

Plant Location, Introduction, Facilities Location Defined, Significance of Plant Location, Objective of Location Strategy, Types of Facilities, Site Selection – Site Evaluation Processes, Critical Factors in Location Analysis, Location Analysis Techniques, Plant Layout, Introduction, Objectives of Plant Layout, Effects of Layout on Cost, Advantages of Good Plant Layout, Factors Influencing Plant Layout.

UNIT IV

Materials Handling, Introduction, Definition, Functions of Materials Handling, Importance/Significance of Materials Handling, Types of Materials Handling Equipment, Relation between Plant Layout and Materials Handling, Materials Management, Introduction, Management of Material Resources, Functions of Materials Management, “Planning and Control” Function, Inventory Control, Introduction, Inventory Defined, Perpetual Inventory System, Economic Order Quantity,

UNIT V

Demand Forecasting, Introduction, Need for Forecasting, Forecasts and Predictions, Levels of Forecasting, Selecting the Appropriate Method of Forecasting, Production Planning, Introduction, Characteristics of Production Planning, Objectives of Production Planning, Planning and Manufacturing Systems, Factors Determining an Efficient Production Planning

System, Production Control and Scheduling, Introduction, Production Control, Objectives of Production Control, Advantages of Production Control.

Reference Books:

1. Production & Operation Management : P.Narain & Jayalakshmi Subramanian (Vikas Publication)
2. Production and Operation Management : Everette E. Adam, Jr Ronald J. Ebert (Prentice Hall Of India)
3. Production & Operation Management : N.G Nair (Tata Mc. Graw Hills)
4. Operation Management : Strategy and Analysis by Karajewski Lee J and Ritman (Pearson)
5. Service Operation Management : Metters Richard D (South West)

AISECT UNIVERSITY, Hazaribagh (JH)
Scheme of Examination

Department: Agriculture / Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 207	Research Methodology	4(3+1+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

Syllabus

UNIT I

Fundamentals of Research, Introduction, Scope and Significance of Research, Types of Research, Research Process, Introduction, Research Process, Research Process/Plan, Steps involved in Preparing Market Research Plan or Designing a Research, What are the Criteria or Characteristics of a Good Research?, Scientific Method in Research, Introduction, Process and Logic in Scientific Research, Characteristics of Scientific Method, Distinction between Scientific and Unscientific Method,

UNIT II

Problems In Research, Introduction, Identifying Research Problem, Sources for Problem Identification, Self Questioning by Researcher while Defining the Problem, Concepts, Constructs, Theoretical Framework, Objectivity in Research, Hypothesis, Introduction, Meaning of Hypothesis, Formulation of Research Design.

UNIT III

Concept of Measurement, Meaning of Measurement, Errors in Measurement, Techniques of Measurement, Sample Questionnaire Items for Attitude Measurement, Scaling Techniques, Introduction, Types of Scale, Scale Construction Techniques, Sampling Design, Introduction, Meaning and Concepts of Sample, Steps in Sampling, Criteria for Good Sample, Types of Sample Design, Distinction between Probability Sample and Non-probability Sample,

UNIT IV

Data Collection, Introduction, Types of Data-Sources, Miscellaneous Secondary Data, Tools for Data Collection.

UNIT V

Report Writing, Introduction, Significance of Report Writing, Steps in Report Writing, Layout of Report, Types of Reports, Executive Summary, Mechanics of Writing Reports, Precautions for Writing Report, Norms for using Tables, Charts and Diagrams, Graphs, Norms for Using Index and Bibliography. Oral Presentation, Introduction, Nature of an Oral Presentation, Guidelines, Checklist for Oral Presentation.

Reference Books:

1. Research Methodology : C.R Kothari (New Age International)
 2. Research Methodology : H.R Ramanath (Himalaya Publication House)
 3. Research Methodology : Vohra (Omega Publication)
 4. Research Methodology : Kohali Laxminarayan (Y.K Publication)
 5. Research Methodology
A STEP BY STEP GUIDE FOR BEGINNERS : RANJEET KUMAR (PEARSON EDUCATION)
-

AISECT UNIVERSITY, Hazaribagh (JH)

Scheme of Examination

Department: Agriculture / Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 208	International Business	3(2+1+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT I

Globalization, Introduction, Meaning and Definition, Globalization Process, GATT/WTO, Introduction, History of WTO, World Trade Organization, Agreements, Criticism of WTO, International Trade, Introduction, Reasons for Phenomenon International Growth, Modes of International Business, External Influence on International Business, WTO and Intellectual Property Rights, Introduction, Trade-related Aspects of Intellectual Property Rights (TRIPS) Agreement, WTO, EXIM Policy,

UNIT II

Highlights of Foreign Trade Policy, Introduction, Legal Framework, Special Focus Initiatives, Board of Trade, General Provisions Regarding Imports and Exports, Special Economic Zones, Free Trade and Warehousing Zones, Deemed Exports, Ethics and Regulations, Nature of Economic Transformation, Globalization Process, Foreign Direct Investment, Introduction, Foreign Direct Investment in the World Economy, The Form of FDI, Implications of FDI for Business, FDI in India,

UNIT III

Foreign Exchange Market, Introduction, Structure of the FOREX Market, Economic Theories of Exchange Rate Determination, Exchange Risk Management and FEMA, Introduction, Classification of Currency Exposure, Management of Exchange Risk, Exchange Rate Forecasting, Foreign Exchange Management Act (FEMA), International Market Entry Strategies, Introduction to Basic Entry Decisions, Entry Modes, Core Competencies and Entry Mode, Establishing a Wholly Owned Subsidiary, Strategic Alliances and Joint Ventures with Foreign Partners,

UNIT IV

International Marketing - Introduction, Problems in International Marketing, International Orientations, The Global Market Place, The Triad Market, Global Market Segmentation, Product and Pricing Strategies in International Marketing, Introduction, Pricing Strategy, Configuring the Marketing Mix, New product Development, Product Strategy, International Distribution, International Channel System, Channel(s) for the Distribution, Marketing Environment and Internal Distribution, Promotion Strategies, Major Decisions in International Marketing Communication, Communication Mix, Problems in International Marketing Communication,

UNIT V

Global Human Resources Management, Introduction, Strategic Role of International HRM, Staffing Policy, Training and Management Development, Performance Appraisal, Compensation, International Labor Relations, Business Process Outsourcing (BPO), Introduction, Trade Regulations Governing Imports, Trade Regulations Governing Exports, Government Assistance in Exporting, Exim Bank, Export Credit Risk Insurance, Foreign Exchange Dealers Association of India (FEDAI),

Reference Books:

1. International Business : Subha P. Rao (Himalya Publication House)
2. International Business : N.V Badi (Vrinda Publication)

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 209	Agricultural Supply Chain Management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

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

UNIT- II

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

UNIT- III

Procurement Management in Agri. Supply chain: Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, Classification of Purchases Goods or Services, Traditional Inventory Management, Material Requirements Planning, Just in Time (JIT), Vendor Managed Inventory (VMI).

UNIT- IV

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

UNIT- V

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

Suggested Readings

Altekar RV. 2006. *Supply Chain Management: Concepts and Cases*. Prentice Hall of India.

Monczka R, Trent R & Handfield R. 2002. *Purchasing and Supply Chain Management*. Thomson Asia.

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

AISECT UNIVERSITY, Hazaribag (JH)

Semester III

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 301	Rural Marketing	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably

one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

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

UNIT- II

Environmental factors - socio-cultural, economic, demographic, technological and other environmental factors affecting rural marketing.

UNIT- III

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

UNIT- IV

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

UNIT- V

Promotion and communication strategy - Media planning, planning of distribution channels, and organizing personal selling in rural market in India, innovation in rural marketing.

Suggested Readings

Krishnamacharyulu C & Ramakrishan L. 2002. *Rural Marketing*. Pearson Edu.

Ramaswamy VS & Nanakumari S. 2006. *Marketing Management*. 3rd Ed. MacMillan Publ.

Singh AK & Pandey S. 2005. *Rural Marketing*. New Age.

Singh Sukhpal. 2004. *Rural Marketing*. Vikas Publ. House.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 302	Agricultural Marketing Management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Meaning and scope, agricultural marketing and economic development; Agricultural market structure – meaning, components and dynamics of market structure; marketing strategy – meaning & significance, formulation of marketing strategy; agribusiness marketing environment, design of marketing mix, market segmentation and targeting, determinants of consumer's behaviour.

UNIT- II

Product management - product management process and decisions, new product development – significance and classification of new product, stages and estimation of demand of new product; product life cycle.

UNIT- III

Pricing policies and practice for agribusiness - determinants of price, objectives of pricing policies and pricing methods.

UNIT- IV

Promotional management - advertising planning and execution; sales promotion; grading and standardization.

UNIT- V

Distribution management - storage and warehousing and transportation management for agricultural products; marketing agencies/intermediaries – roles and functions; distribution channels involved in agribusiness.

Suggested Readings

Acharya SS & Agarwal NL. 2004. *Agricultural Marketing in India*. 4th Ed. Oxford & IBH.

Kohls RL & Uhj JN. 2005. *Marketing of Agricultural Products*. 9th Ed. Prentice Hall.

Kotler P. 2002. *Marketing Management – Analysis, Planning, Implementation and Control*. Pearson Edu.

Krishnamacharyulu C & Ramakrishan L. 2002. *Rural Marketing*. Pearson Edu.

Ramaswamy VS & Nanakumari S. 2002. *Marketing Management*. 2nd Ed. Mac Millan India.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 303	Management of Agribusiness Co-operative	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably

one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Cooperative administration- a global perspective, ecology of cooperative administration, cooperative sector and economic development.

UNIT- II

Cooperative management- nature, functions and purpose of cooperatives – procurement, storage, processing, marketing, process of cooperative formation, role of leadership in cooperative management.

UNIT- III

The state and cooperative movement, effects of cooperative law in management, long range planning for cooperative expansion, policy making.

UNIT- IV

Human resource management, placement and role of board of directors in cooperative management.

UNIT- V

Overview of agribusiness cooperative – credit cooperatives, cooperative marketing, dairy cooperative; financing agribusiness cooperative.

Suggested Readings

Akmat JS. 1978. *New Dimensions of Cooperative Management*. Himalaya Publ. House.

Ansari AA. 1990. *Cooperative Management Patterns*. Anmol Publ.

Sah AK. 1984. *Professional Management for the Cooperatives*. Vikas Publ. House.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 304	Fertilizer Technology and Management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Fertilizer development – concept, scope, need, resource availability; import and export avenues for fertilizer; types of fertilizers, grading and chemical constituents, role of fertilizers in agricultural production, production and consumption of fertilizer in India.

UNIT- II

Raw material needed and principles of manufacturing of nitrogenous, phosphatic and potassic fertilizers, secondary nutrient sources and micro-nutrient formulations.

UNIT- III

Production efficiency and capacity utilization; quality control and legal aspects fertilizer control order.

UNIT- IV

Testing facilities; constraints in fertilizer use and emerging scenario of fertilizer use; assessment of demand and supply of different fertilizers, fertilizer distribution, fertilizer storage.

UNIT- V

Field trials and demonstration, fertilizer pricing policy; scope of bio-fertilizer; environmental pollution due to fertilizer use.

Suggested Readings

Brady NC & Weil RR. 2002. *The Nature and Properties of Soils*. 13th Ed. Pearson Edu.

Fertilizer Control Order (different years). Fertilizer Association of India, New Delhi.

Fertilizer Statistics (different years). Fertilizer Association of India, New Delhi

Indian Journal of Fertilizers (different years). Fertilizer Association of India, New Delhi.

San Chilli V. 1960. *Chemistry and Technology of Fertilizers*. American Chemical Soc. Monograph Series. Reinhold Publ. Corp.

Tisdale SL, Nelson WL, Beaton JD & Havlin JL. 2002. *Soil Fertility and Fertilizers*. 5th Ed. Prentice Hall.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 305	Seed Production and Technology Management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Seed Technology – Role of Seed Technology, its Course Objective and goal, Seed Industry in India, National Seed Corporation – Tarai Seed Development Corporation, State Seed Corporations, National Seed Project and State Farms and their role.

UNIT- II

Development and Management of Seed Programmes – Seed Village Concept, Basic Strategy of Seed Production and Planning and Organization of Seed Programme; Types of Seed Programme – Nucleus seed, Breeders seed, Foundation seed and Certified seed etc.

UNIT- III

Maintenance of genetic purity – Minimum seed certification standard and Management of breeders & Nucleus seed; Management of seed testing laboratory and research and development.

UNIT- IV

Management of seed processing plant, seed storage management; seed packaging and handling.

UNIT- V

Seed Marketing; GM Crop seed, IPR, PBR, Patents and related issues and their impact on developing countries; Statutory intervention in the seed industry; Seed legislation and seed law enforcement, Seed act; Orientation and visit to seed production farms, seed processing Units, NSC, RSSC, RSSCA and seed testing laboratories.

Suggested Readings

Agrawal RL. 1997. *Seed Technology*. Oxford & IBH.

Desai BB, Katecha PM & Salunkhe DK. 1997. *Seed Handbook: Biology, Production, Processing and Storage*. Marcel Dekker.

Kelly A. 1988. *Seed Production of Agricultural Crops*. Longman.

McDonald MB Jr. & Copeland LO. 1997. *Seed Production: Principles and Practices*. Chapman & Hall.

Thompson JR. 1979. *An Introduction to Seed Technology*. Leonard Hill.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 306	Farm Power and Machinery Management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably

one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Various sources of farm power, their availability and utilization; Course Objective, importance and present status, level and the scope of farm mechanization.

UNIT- II

Tractor and power tillage industry – model, make, capacity, production, present status and future prospects; concept of zero tillage.

UNIT - III

Farm machinery selection for different size of farm size and for different agro-climatic conditions; scheduling of farm operations for higher efficiencies, indices of machine performance.

UNIT- IV

Cost analysis of operations using different implements, economic performance of machines, optimization of tractor implements system and transport of farm produce.

UNIT- V

Agricultural equipments industry – their production, marketing and constraints; establishment of agricultural engineering enterprises (agro service centers, etc.).

Suggested Readings

- Carville LA. 1980. *Selecting Farm Machinery*. Louisiana Coop. Extn. Service Publ.
 FAO 1984. *Agricultural Engineering in Development: Selection of Mechanization*. Agric. Service Bull.
 Hunt D. 1977. *Farm Power and Machinery Management*. Iowa State Univ. Press.
 Waters WK. 1980. *Farm Machinery Management Guide*. Pennsylvania Agric. Extn. Service Spl. Circular No. 1992.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 307	Food Technology and Processing Management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Present status of food industry in India; Organization in food industry; Introduction to operations of food industry; Deteriorative factors and hazards during processing, storage, handling and distribution.

UNIT- II

Basic principles of food processing and food preservation by manipulation of parameters and factors and application of energy, radiations, chemicals and biotechnological agents; Packaging of foods.

UNIT- III

Analysis of costs in food organization; Risk management; Laws and regulations related to food industry and food production and marketing; Quality management – quality standards, PFA, ISO, etc.

UNIT- IV

Case studies on project formulation in various types of food industries – milk and dairy products, cereal milling, oil-seed and pulse milling, sugarcane milling, honey production, baking, confectionery, oil and fat processing, fruits and vegetable storage and handling, processing of fruits and vegetables, egg, poultry, fish and meat handling and processing, etc.

Suggested Readings

Acharya SS & Aggarwal NL. 2004. *Agricultural Marketing in India*. Oxford & IBH.

Early R. 1995. *Guide to Quality Management Systems for Food Industries*. Blackie.

Jelen P. 1985. *Introduction to Food Processing*. Reston Publishing.

Potly VH & Mulky MJ. 1993. *Food Processing*. Oxford & IBH.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 308	Technology Management for Livestock Products	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Present status of livestock products industry in India – dairy, meat poultry, skin, hides, wool, etc; Dairy Products- Manufacturing technologies of various dairy products and by-product utilization.

UNIT- II

Meat and Poultry Products- Manufacturing technologies of meat and meat products, egg and poultry products; production processing and utilization of wool and animal by-products.

UNIT- III

Plant Management- Production planning and control needs and techniques of production control, packaging, preservation and storage system for livestock products; transportation system for domestic markets and international markets.

UNIT- IV

Quality control measures during storage and transit; extent of losses during storage and transport, management measures to minimize the loss.

UNIT- V

Marketing and distribution of animal products; quality standard for various products; environmental and legal issues involved.

Suggested Readings

Forrest JC. 1975. *Principles of Meat Science*. Freeman Publ.

Gracey 1999. *Thorntons Meat Hygiene*. WB Saunders.

Mountney GJ. *Poultry Products Technology*. 2nd Ed. AVI Publ.

Ockerman & Hansen. 2002. *Animal Byproducts Processing and Utilization*. CRC Publ.

Pearson AM & Gillett TA. 1996. *Processed Meat*. 3rd Ed. Chapman & Hall.

Robertson GL. 1993. *Food Packaging Principles and Practices*. Marcel Dekker.

Stadelman W & Cotterill OJ. 2002. *Eggs Science and Technology*. 4th Ed. CBS.

Sukumar De 1980. *Outlines of Dairy Technology*. Oxford Univ. Press.

Walstra et al. 2006. *Dairy Science and Technology*. 2nd Ed. Taylor & Francis.

Yadav 1993. *Comprehensive Dairy Microbiology*. Metropolitan Publ.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted							Duration of Exam.	
			Theory			Practical		Total	Theory	Practical	
			Major	Minor	Sessio nal.	End Sem	Lab Work				
AABM 309	Feed Business Management	2(2+0)	50	20	30	-	-	100	3hrs	-	

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Present status of feed resources; gap between demand and availability of nutrients; status of feed industry in India and world, constraints in the development of Indian feed industry.

UNIT- II

Nutrients requirements of livestock and poultry; feed stuff and their origin; scientific storage of feeds and feed ingredients; protection of protein and fat.

UNIT- III

Processing of feeds, layout and design of feed plants, feed plant management; feed preparation for fish and pet animals, specialty feeds.

UNIT- IV

Importance and preparation of mineral mixture; feed additives and supplements, feed mixing, principles of mixing and compounding of feeds; improving the feeding value of poor quality roughages.

UNIT- V

Distribution channels, regulations relating to manufacture and sale of feed stuffs.

Suggested Readings

Gohl BO. 1981. *Tropical Feeds*. FAO.

McElliherny Robert R. 1994. *Feed Manufacturing Technology*. American Feed Industry Assoc.

Pfost Harry B. 1976. *Feed Manufacturing Technology*. American Feed Industry Assoc.

Rajgopalan K. *Feed Industry Red Book*. ZMAG Publication.

Rajgopalan K. 1989. *Storage Structures*. Oxford & IBH.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 310	Food Technology and Processing Management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Present status of food industry in India; Organization in food industry; Introduction to operations of food industry; Deteriorative factors and hazards during processing, storage, handling and distribution.

UNIT- II

Basic principles of food processing and food preservation by manipulation of parameters and factors and application of energy, radiations, chemicals and biotechnological agents; Packaging of foods.

UNIT- III

Analysis of costs in food organization; Risk management; Laws and regulations related to food industry and food production and marketing; Quality management – quality standards, PFA, ISO, etc.

UNIT- IV

Case studies on project formulation in various types of food industries – milk and dairy products, cereal milling, oil-seed and pulse milling, sugarcane milling, honey production, baking, confectionery, oil and fat processing, fruits and vegetable storage and handling, processing of fruits and vegetables, egg, poultry, fish and meat handling and processing, etc.

Suggested Readings

Acharya SS & Aggarwal NL. 2004. *Agricultural Marketing in India*. Oxford & IBH.
 Early R. 1995. *Guide to Quality Management Systems for Food Industries*. Blackie.
 Jelen P. 1985. *Introduction to Food Processing*. Reston Publishing.
 Potly VH & Mulky MJ. 1993. *Food Processing*. Oxford & IBH.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 311	Technology Management for Livestock Products	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Present status of livestock products industry in India – dairy, meat poultry, skin, hides, wool, etc; Dairy Products- Manufacturing technologies of various dairy products and by-product utilization.

UNIT- II

Meat and Poultry Products- Manufacturing technologies of meat and meat products, egg and poultry products; production processing and utilization of wool and animal by-products.

UNIT- III

Plant Management- Production planning and control needs and techniques of production control, packaging, preservation and storage system for livestock products; transportation system for domestic markets and international markets.

UNIT- IV

Quality control measures during storage and transit; extent of losses during storage and transport, management measures to minimize the loss.

UNIT- V

Marketing and distribution of animal products; quality standard for various products; environmental and legal issues involved.

Suggested Readings

Forrest JC. 1975. *Principles of Meat Science*. Freeman Publ.

Gracey 1999. *Thorntons Meat Hygiene*. WB Saunders.

Mountney GJ. *Poultry Products Technology*. 2nd Ed. AVI Publ.

Ockerman & Hansen. 2002. *Animal Byproducts Processing and Utilization*. CRC Publ.

Pearson AM & Gillett TA. 1996. *Processed Meat*. 3rd Ed. Chapman & Hall.

Robertson GL. 1993. *Food Packaging Principles and Practices*. Marcel Dekker.

Stadelman W & Cotterill OJ. 2002. *Eggs Science and Technology*. 4th Ed. CBS.

Sukumar De 1980. *Outlines of Dairy Technology*. Oxford Univ. Press.

Walstra et al. 2006. *Dairy Science and Technology*. 2nd Ed. Taylor & Francis.

Yadav 1993. *Comprehensive Dairy Microbiology*. Metropolitan Publ.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 312	Fruit Production and Post Harvest Management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably

one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

World production and horticulture in India; present status of fruit industry in India and emerging scenario.

UNIT- II

Management of horticultural crops – establishing an orchard, basic cultural practices, regulation of flowering, fruiting and thinning, protection against insectpest, weeds: pre and post harvest management for quality and shelf life.

UNIT- III

Post harvest management in horticulture- procurement management, important factors for marketing, standardization and quality control, packaging.

UNIT- IV

Post harvest management in horticulture- development of fruit-based carbonated drinks, development of dehydrated products from some important fruits, storage of pulp in pouches, essential oils from fruit waste, dehydrated fruits. Market structure and export potential of fruits.

UNIT- V

Problems in marketing of fruits, and government policy; quality standards for domestic and international trade.

Suggested Readings

Chadha KL & Pareek OP. 1993. *Advances in Horticulture*. Vols. I-IV. Malhotra Publ. House.
Kader AA. 1992. *Post-harvest Technology of Horticultural Crops*. Univ. of California. Div. of Agri. & Natural Resources.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 313	Fertilizer Technology and Management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Fertilizer development – concept, scope, need, resource availability; import and export avenues for fertilizer; types of fertilizers, grading and chemical constituents, role of fertilizers in agricultural production, production and consumption of fertilizer in India.

UNIT- II

Raw material needed and principles of manufacturing of nitrogenous, phosphatic and potassic fertilizers, secondary nutrient sources and micro-nutrient formulations.

UNIT- III

Production efficiency and capacity utilization; quality control and legal aspects fertilizer control order.

UNIT- IV

Testing facilities; constraints in fertilizer use and emerging scenario of fertilizer use; assessment of demand and supply of different fertilizers, fertilizer distribution, fertilizer storage.

UNIT- V

Field trials and demonstration, fertilizer pricing policy; scope of bio-fertilizer; environmental pollution due to fertilizer use.

Suggested Readings

Brady NC & Weil RR. 2002. *The Nature and Properties of Soils*. 13th Ed. Pearson Edu.

Fertilizer Control Order (different years). Fertilizer Association of India, New Delhi.

Fertilizer Statistics (different years). Fertilizer Association of India, New Delhi

Indian Journal of Fertilizers (different years). Fertilizer Association of India, New Delhi.

San Chilli V. 1960. *Chemistry and Technology of Fertilizers*. American Chemical Soc. Monograph Series. Reinhold Publ. Corp.

Tisdale SL, Nelson WL, Beaton JD & Havlin JL. 2002. *Soil Fertility and Fertilizers*. 5th Ed. Prentice Hall.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 314	Seed Production and Technology Management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Seed Technology – Role of Seed Technology, its Course Objective and goal, Seed Industry in India, National Seed Corporation – Tarai Seed Development Corporation, State Seed Corporations, National Seed Project and State Farms and their role.

UNIT- II

Development and Management of Seed Programmes – Seed Village Concept, Basic Strategy of Seed Production and Planning and Organization of Seed Programme; Types of Seed Programme – Nucleus seed, Breeders seed, Foundation seed and Certified seed etc.

UNIT- III

Maintenance of genetic purity – Minimum seed certification standard and Management of breeders & Nucleus seed; Management of seed testing laboratory and research and development.

UNIT- IV

Management of seed processing plant, seed storage management; seed packaging and handling.

UNIT- V

Seed Marketing; GM Crop seed, IPR, PBR, Patents and related issues and their impact on developing countries; Statutory intervention in the seed industry; Seed legislation and seed law enforcement, Seed act; Orientation and visit to seed production farms, seed processing Units, NSC, RSSC, RSSCA and seed testing laboratories.

Suggested Readings

Agrawal RL. 1997. *Seed Technology*. Oxford & IBH.

Desai BB, Katecha PM & Salunkhe DK. 1997. *Seed Handbook: Biology, Production, Processing and Storage*. Marcel Dekker.

Kelly A. 1988. *Seed Production of Agricultural Crops*. Longman.

McDonald MB Jr. & Copeland LO. 1997. *Seed Production: Principles and Practices*. Chapman & Hall.

Thompson JR. 1979. *An Introduction to Seed Technology*. Leonard Hill.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 315	Fruit Production and Post Harvest Management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of

the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

World production and horticulture in India; present status of fruit industry in India and emerging scenario.

UNIT- II

Management of horticultural crops – establishing an orchard, basic cultural practices, regulation of flowering, fruiting and thinning, protection against insectpest, weeds: pre and post harvest management for quality and shelf life.

UNIT- III

Post harvest management in horticulture- procurement management, important factors for marketing, standardization and quality control, packaging.

UNIT- IV

Post harvest management in horticulture- development of fruit-based carbonated drinks, development of dehydrated products from some important fruits, storage of pulp in pouches, essential oils from fruit waste, dehydrated fruits. Market structure and export potential of fruits.

UNIT- V

Problems in marketing of fruits, and government policy; quality standards for domestic and international trade.

Suggested Readings

Chadha KL & Pareek OP. 1993. *Advances in Horticulture*. Vols. I-IV. Malhotra Publ. House.
Kader AA. 1992. *Post-harvest Technology of Horticultural Crops*. Univ. of California. Div. of Agri. & Natural Resources.

AISECT UNIVERSITY, Hazaribag (JH)

Semester- IV

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 401	Farm Business Management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Nature, scope, characteristics and role of farm business management; farm management decisions; farm management problems.

UNIT- II

Principles of farm management decisions – principle of variable proportion, cost principle, principle of factor substitution, law of equi-marginal returns, opportunity cost principle, etc.

UNIT- III

Tools of farm management and farm business analysis - farm planning and budgeting; Farm records and accounts, types and problems in farm records and accounts, net worth statement, farm efficiency measures.

UNIT- IV

Management of farm resources – Land, Labour, Farm machinery, Farm building, etc.

UNIT- V

Risk and uncertainty in farming -sources of uncertainty in farming, management strategy to counteract uncertainty and decision making process in farm business management under risks and uncertainty.

Suggested Readings

Heady EO & Jensen H. 1960. *Farm Management Economics*. Prentice Hall.

Johl SS & Kapoor TR. 1973. *Fundamentals of Farm Business Management*. Kalyani Publ.

Kahlon AS & Singh K. 1992. *Economics of Farm Management in India*. Allied Publ.

Panda SC. 2007. *Farm Management & Agricultural Marketing*. Kalyani Publ

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 402	Agribusiness Financial management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Importance, need and scope of financial management; classification and credit need in changing agriculture scenario; finance functions, investment financing; balance sheet, income statement, cash flow statement for agribusiness.

UNIT- II

Financial planning and control – assessment of financial requirement of a agribusiness unit; leverage – concept of leverage, financial and operating leverage; factor affecting capital structure, features of an optimal capital structure.

UNIT- III

Working capital management – concept and components of working capital, need for working capital in agribusiness, management of cash and accounts receivables, and inventory for agribusiness.

UNIT- IV

Capital budgeting - steps and concept of capital budgeting, appraisal criteria – payback period, average rate of return, net present value, benefit-cost ratio and internal rate of return.

UNIT- V

Agri-business financing system in India - functioning of cooperative credit institutions, commercial banks, regional rural banks, NABARD, Agro-Industries Corporation, etc in agribusiness financing.

Suggested Readings

Chandra P. 2000. *Financial Management*. Tata McGraw Hill.

Khan MY & Jain PK. 2004. *Management Accounting*. Tata McGraw Hill.

Nelson AG & Murrey WG. 1988. *Agricultural Finance*. Kalyani Publ.

Pandey IM. 1997. *Financial Management*. Vikas Publ. House.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted					Duration of Exam.		
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 403	Management of Agro Chemical Industry	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Agro-chemicals: Definition and classification; Basic knowledge of agrochemicals; role and status of agro-chemical industry in India; Pesticides – Classification and Introduction, knowledge of different pesticides.

UNIT- II

Insecticides – Definition and classification based on (a) Mode of Entry (b) Mode of Action and (c) Chemical Structure with example; Insecticidal formulation; preliminary knowledge of mode of action of insecticides; knowledge of plant protection equipments.

UNIT- III

Fungicides – Classification and preliminary knowledge of commonly used fungicides; Biomagnifications of pesticides and pesticidal pollution.

UNIT- IV

Introductory knowledge about development of agro-chemicals; Insecticidal poisoning, symptoms and treatment; Main features of Insecticide Act.

UNIT- V

Directorate of Plant Protection, Quarantine and Storage – A brief account of its organizational set up and functions; IPM Concept – Bio-pesticides – Plant products.

Suggested Readings

Dhaliwal GS, Singh R & Chhillar BS. 2006. *Essentials of Agricultural Entomology*. Kalyani.

Hayes WT & Laws ET. 1991. *Hand Book of Pesticides*. Academic Press.

Matsumura F. 1985. *Toxicology of Insecticides*. 2nd Ed. Plenum Publ.

Rajeev K & Mukherjee RC. 1996. *Role of Plant Quarantine in IPM*. Aditya Books.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 404	Feed Business Management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Present status of feed resources; gap between demand and availability of nutrients; status of feed industry in India and world, constraints in the development of Indian feed industry.

UNIT -II

Nutrients requirements of livestock and poultry; feed stuff and their origin; scientific storage of feeds and feed ingredients; protection of protein and fat.

UNIT- III

Processing of feeds, layout and design of feed plants, feed plant management; feed preparation for fish and pet animals, specialty feeds.

UNIT- IV

Importance and preparation of mineral mixture; feed additives and supplements, feed mixing, principles of mixing and compounding of feeds; improving the feeding value of poor quality roughages.

UNIT- V

Distribution channels, regulations relating to manufacture and sale of feed stuffs.

Suggested Readings

Gohl BO. 1981. *Tropical Feeds*. FAO.

McEllihner Robert R. 1994. *Feed Manufacturing Technology*. American Feed Industry Assoc.

Pfost Harry B. 1976. *Feed Manufacturing Technology*. American Feed Industry Assoc.

Rajgopalan K. *Feed Industry Red Book*. ZMAG Publication.

Rajgopalan K. 1989. *Storage Structures*. Oxford & IBH.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 405	Management of Veterinary Hospital	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Needs, aims and objectives of Veterinary hospitals; the existing and simulated situations under which veterinary hospitals work or are to work.

UNIT- II

Designing and planning an ideal hospital; optimizing the use of resources - human, space, equipment, drugs, time, capital, etc.; Materials management and problems Normal purchase procedure. Receipt; storage and distribution of materials Cost reduction & scientific inventory control. Information system and materials management performance. Equipment maintenance, condemnation & disposal.

UNIT- III

Defining authority, responsibility and accountability of management for optimizing the use of skill, developing and upgrading skills and technology; efficient system of record keeping and accounting; Concept of quality & Total quality management (T.Q.M) Introduction to Veterinary audit, Statistical quality control (S.Q.C.), Quality control Circle (Q.C.C.).

UNIT- IV

Hospital information system as an aid to efficient controlling and monitoring; need for financial resources - investment and working capital; Records: Types & Methodology, Reports and Reporting system. Contemporary and need-based methods of accounting; General consideration. Need based information system. Applicability in surveillance & monitoring; planning & policy making; cost control.

UNIT -V

Economic functions and quality control system; Animal health Economics: An introduction Need for financial resources (type and need). Investment planning and working capital; Budgeting and cost cutting (cost control).legal aspects in the functioning of the hospital.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 406	Poultry and Hatchery Management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Poultry and hatchery industry; role of management in poultry industry.

UNIT- II

Planning and establishing a poultry and hatchery unit- location, size and construction; farm and hatchery equipments and physical facilities; organizing and managing a poultry farm and hatchery.

UNIT- III

Incubation and hatching; production of quality chicks and eggs; factors affecting hatchability; bio-security and hatchery sanitation; handling of hatching eggs; maintaining chick quality- chick grading, sexing, packing, dispatch , transportation and chick delivery.

UNIT- IV

Franchise hatcheries; custom hatching; brooding; growing and laying management; crisis management; industrial breeding, feeding, housing and disease management; waste management; Record management; cost accounting and budgetary control.

UNIT -V

Risks and insurance; personal management- labour relations including wages and salaries, job evaluation and employee appraisal; marketing management-direct sale and sale through franchisees/ agents, advertisement, sale and after sale services, other innovative sales strategies.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 407	Food Retail Management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Introduction to International Food market, India's Competitive Position in World Food Trade, Foreign Investment in Global Food Industry, Retail management and Food Retailing, The Nature of Change in Retailing, Organized Retailing in India, E-tailing and Understanding food preference of Indian Consumer, Food consumption and Expenditure pattern, Demographic and Psychographic factors affecting Food Pattern of Indian Consumer.

UNIT- II

Value Chain in Food Retailing, Principal trends in food wholesaling and retailing, food wholesaling, food retailing, the changing nature of food stores, various retailing formats, competition and pricing in food retailing, market implications of new retail developments, value chain and value additions across the chain in food retail, food service marketing.

UNIT- III

4 P's in Food Retail Management, Brand Management in Retailing, Merchandise pricing, Pricing Strategies used in conventional and non-conventional food retailing, Public distribution system, Promotion mix for food retailing, Management of sales promotion and Publicity, Advertisement Strategies for food retailers.

UNIT- IV

Managing Retail Operations, Managing Retailers' Finances, Merchandise buying and handling, Merchandise Pricing, Logistics, procurement of Food products and Handling Transportation of Food Products.

UNIT- V

Retail Sales Management Types of Retail Selling, Salesperson selection, Salesperson training, Evaluation and Monitoring, Customer Relationship Management, Managing Human Resources in retailing, Legal and Ethical issues in Retailing.

Suggested Readings

Berman & Evans. 2008. *Retail Management: A Strategic Approach*. 10th Ed. Prentice Hall of India.

Cox. 2006. *Retailing: An Introduction*. 5th Ed. Pearson Edu.

Levy M & Weitz BW. 2004. *Retailing Management*. 5th Ed. McGraw Hill.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 408	Feed Business Management	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Present status of feed resources; gap between demand and availability of nutrients; status of feed industry in India and world, constraints in the development of Indian feed industry.

UNIT- II

Nutrients requirements of livestock and poultry; feed stuff and their origin; scientific storage of feeds and feed ingredients; protection of protein and fat.

UNIT- III

Processing of feeds, layout and design of feed plants, feed plant management; feed preparation for fish and pet animals, specialty feeds.

UNIT- IV

Importance and preparation of mineral mixture; feed additives and supplements, feed mixing, principles of mixing and compounding of feeds; improving the feeding value of poor quality roughages.

UNIT- V

Distribution channels, regulations relating to manufacture and sale of feed stuffs.

Suggested Readings

Gohl BO. 1981. *Tropical Feeds*. FAO.

McEllihner Robert R. 1994. *Feed Manufacturing Technology*. American Feed Industry Assoc.

Pfost Harry B. 1976. *Feed Manufacturing Technology*. American Feed Industry Assoc.

Rajgopalan K. *Feed Industry Red Book*. ZMAG Publication.

Rajgopalan K. 1989. *Storage Structures*. Oxford & IBH.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 409	Management of and Floriculture and Landscaping	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Introduction, importance and scope of floriculture industry; Recent advances in floriculture industry.

UNIT- II

Evolution of new cultivars; and production technology of ornamental plants; special techniques for forcing of flowers for export.

UNIT -III

Drying and dehydration of flowers; response of flowers to environmental conditions; importance and scope of landscape gardening.

UNIT- IV

Style of gardening, Anesthetic and Socio-aesthetic planning of old and newly developed towns and cities; commercial cultivation of flower crops (rose, jasmine gladiolus, tuberose, marigold, aster, carnation, gerbera, cilium chrysanthemum; use of plant regulators in flower production.

UNIT- V

Extraction, purification and storage of essential oils and perfumes; post harvest changes in cut flowers, storage and packing of cut flowers; determining optimum time of harvesting of flowers for export and home use.

Suggested Readings

Chadha KL & Choudhary B. *Ornamental Horticulture in India*. ICAR.

Grindal EW. *Every Day Gardening in India*. D.B. Tarporevala Sons.

Randhawa GS & Mukhopadhyay A. *Floriculture in India*. Allied Publ.

Randhawa MS. *Beautiful India*. Raj Kamal Publ.

AISECT UNIVERSITY, Hazaribag (JH)

Scheme of Examination

Department: Agriculture/ Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessional.	End Sem	Lab Work			
AABM 410	Management of Agricultural Input Marketing	2(2+0)	50	20	30	-	-	100	3hrs	-

Pattern:

The question paper will consist of six questions. Question no. 1 will have 10 objective type questions of 10 marks, covering entire syllabus. Objective questions should have right mix of questions to test the logic, problem solving skill and reasoning. Each objective question should have four choices to pick up from. Remaining five questions will carry 08 marks each, one from each of the five units of the syllabus and may have internal choice. These five questions will have two parts A & B, preferably one theoretical and other numerical/short notes. Questions should test the concepts, knowledge and application. Candidates are required to answer all the questions.

SYLLABUS

UNIT- I

Agricultural input marketing – meaning and importance; Management of distribution channels for agricultural input marketing; Agricultural Inputs and their types – farm and non-farm, role of cooperative, public and private sectors in agri-input marketing.

UNIT- II

Seed- Importance of seed input; Types of seeds- hybrid, high yielding and quality seeds; Demand and supply of seeds; Seed marketing channels, pricing, export import of seeds; Role of NSC and State Seed Corporation.

UNIT- III

Chemical Fertilizers- Production, export-import, supply of chemical fertilizers, Demand/consumption, Prices and pricing policy; subsidy on fertilizers; marketing system – marketing channels, problems in distribution; Role of IFFCO and KRIBCO in fertilizer marketing.

UNIT- IV

Plant Protection Chemicals- Production, export/import, consumption, marketing system – marketing channels; Electricity/Diesel Oil- marketing and distribution system; pricing of electricity for agriculture use; subsidy on electricity.

UNIT- V

Farm Machinery- Production, supply, demand, Marketing and distribution channels of farm machines; Agro-industries Corporation and marketing of farm machines / implements/Equipments.

Suggested Readings

Acharya SS & Agarwal NL. 2004. *Agricultural Marketing in India*. 4th Ed. Oxford & IBH. Broadway AC & Broadway Arif A. 2003. *A Text Book of Agri-Business Management*. Kalyani.

Singh AK & Pandey S. 2005. *Rural Marketing*. New Age.

Singh Sukhpal 2004. *Rural Marketing- Focus on Agricultural Inputs*. Vikas Publ. House.

AGRI-BUSINESS MANAGEMENT

List of Journals

- ❖ Agribusiness – An International Journal
- ❖ Decision
- ❖ Harvard Business Review
- ❖ Indian Cooperative Review
- ❖ Indian Journal of Agricultural Economics
- ❖ Indian Journal of Agricultural Marketing
- ❖ Indian Journal of Finance
- ❖ Indian Journal of Marketing
- ❖ Indian Management
- ❖ Indian Management Studies Journal
- ❖ Journal of Agri-business
- ❖ Journal of Marketing Management
- ❖ Journal of Marketing Research
- ❖ Journal of Sales Management
- ❖ Management Review
- ❖ Prabandhan
- ❖ Vikalpa

e- Resources

- ❖ www.pearsoned.com (Pearson Education Publication)
- ❖ www.mcgraw-hill.com (McGraw-Hill Publishing Company)

- ❖ www.aima-ind.org (All India Management Association)
- ❖ www.oup.com (Oxford University Press)
- ❖ www.emeraldinsight.com (Emerald Group Publishing)
- ❖ www.sagepub.com (Sage publications)
- ❖ www.harvardbusiness.com (Harvard Business Review)
- ❖ www.marketingpower.com (American Marketing Association)
- ❖ www.isaeindia.org (Indian Society of Agricultural Economics)
- ❖ www.macmillanindia.com (Macmillan Publishing)
- ❖ www.sfacindia.com (Small Farmers' Agri-Business Consortium)
- ❖ www.isapindia.org (Indian Society of Agribusiness Professionals)
- ❖ www.icar.org.in (Indian Council of Agricultural Research)
- ❖ www.nseindia.com (National Stock Exchange of India Ltd)
- ❖ www.nseindia.com (Bombay Stock Exchange)
- ❖ www.ncdex.com (National Commodity & Derivatives Exchange Limited)
- ❖ www.phdcci.in (PHD Chamber of Commerce and Industry)
- ❖ www.ficci.com (Federation of Indian Chambers of Commerce and Industry)
- ❖ www.assochem.org (Associated Chambers of Commerce and Industry of India)
- ❖ www.apeda.com (Agricultural and Processed Food Products Export Development Authority)
- ❖ www.mpeda.com (Marine Products Export Development Authority)