

## DETAILED SYLLABI

### Semester 1

**Course AES- 111: Title: Introductory Mathematics (Non-gradual) 1 (1+0)**

**Theory:** Algebra: Progressions- Arithmetic, Geometric and Harmonic Progressions. Matrices: Definition of Matrices. Addition, Subtraction, Multiplication, Transpose and Inverse up to 3rd order by adjoint method, Properties of determinants up to 3rd order and their evaluation.

Differential Calculus: Definition - Differentiation of function using first principle, Derivatives of sum, difference, product and quotient of two functions, Methods, Increasing and Decreasing Functions. Application of Differentiation- Growth rate, Average Cost, and Marginal cost, Marginal Cost, Marginal Revenue. Partial differentiation: Homogeneous function, Euler's theorem, Maxima and Minima of the functions of the form  $y = f(x)$  and  $y = f(x_1, x_2)$ .

Integral Calculus: Integration -Definite and Indefinite Integrals-Methods- Integration by substitution, Integration by parts. Area under simple well-known curves.

Mathematical Models: Agricultural systems - Mathematical models - classification of mathematical models- Fitting of Linear, quadratic and exponential models to experimental data.

### Semester III

**AES-211: Entrepreneurship Development and Business Communication 3 (2+1)**

#### Objective

1. To provide student an insight into the concept and scope of entrepreneurship
2. To expose the student to various aspects of establishment and management of a small business unit
3. To enable the student to develop financially viable agribusiness proposal

#### Theory

Development of entrepreneurship, motivational factors, social factors, environmental factors, characteristics of entrepreneurs, entrepreneurial attributes/competencies. Concept, need for and importance of entrepreneurial development. Evolution of entrepreneurship, objectives of entrepreneurial activities, types of entrepreneurs, functions of entrepreneurs, importance of entrepreneurial development, and process of entrepreneurship development. Environment scanning and opportunity identification need for scanning: spotting of opportunity, scanning of environment identification of product / service: starting a project; factors influencing sensing the opportunities. Infrastructure and support systems: good policies, schemes for entrepreneurship development; role of financial institutions, and other agencies in entrepreneurship development. Steps involved in functioning of an enterprise. Selection of the product / services, selection of

form of ownership; registration, selection of site, capital sources, acquisition of manufacturing know how, packaging and distribution. Planning of an enterprise. project identification, selection, and formulation of project; project report preparation. Enterprise Management. Production management: product, levels of products, product mix, quality control, cost of production, production controls. Material management. Production management: raw material costing, inventory control. Personal management: manpower planning, labour turn over, wages / salaries. Financial management /accounting: funds, fixed capital and working capital, costing and pricing, long term planning and short-term planning, book keeping, journal, ledger, subsidiary books, annual financial statement, taxation. Marketing management: market, types, marketing assistance, market strategies. Crisis management: raw material, production, leadership, market, finance, natural etc.

### **Practical**

Visit to small scale industries/agro-industries, Interaction with successful entrepreneurs/ agric-entrepreneurs. Visit to financial institutions and support agencies. Preparation of project proposal for funding by different agencies.

### **Suggested Readings**

1. Charantimath, P.M. 2009, Entrepreneurship Development and Small Business Enterprises. Pearson Publications, New Delhi.
2. Desai, V. 2015. Entrepreneurship: Development and Management, Himalaya Publishing House.
3. Gupta, C.B. 2001. Management Theory and Practice. Sultan Chand & Sons.
4. Indu Grover. 2008. Handbook on Empowerment and Entrepreneurship. Agrotech Public Academy.
5. Khanka, S.S. 1999. Entrepreneurial Development. S. Chand & Co.
6. Mehra, P. 2016, Business Communication for Managers. Pearson India, New Delhi.
7. Pandey, M. and Tewari, D. 2010, The Agribusiness Book. IBDC Publishers, Lucknow.
8. Singh, D. 1995. Effective Managerial Leadership. Deep & Deep Publ.
9. Singhal, R.K. 2013. Entrepreneurship Development & Management, Katson Books.
10. Tripathi, P.C. and Reddy, P.N. 1991. Principles of Management. Tata McGraw Hill.
11. Vasant Desai. 1997. Small Scale Industries and Entrepreneurship. Himalaya Publ. House.

### Objectives

1. To aware the students about broad areas covered under agricultural Economics and farm management
2. To impart knowledge on judicious use of resources for optimum production

### Theory

Economics: Meaning, scope and subject matter, definitions, activities, approaches to economic analysis; micro- and macro-economics, positive and normative analysis. Nature of economic theory; rationality assumption, concept of equilibrium, economic laws as generalization of human behavior. Basic concepts: Goods and services, desire, want, demand, utility, cost and price, wealth, capital, income and welfare. Agricultural economics: meaning, definition, characteristics of agriculture, importance and its role in economic development. Agricultural planning and development in the country. Demand: meaning, law of demand, demand schedule and demand curve, determinants, utility theory; law of diminishing marginal utility, equi-marginal utility principle. Consumer's equilibrium and derivation of demand curve, concept of consumer surplus. Elasticity of demand: concept and measurement of price elasticity, income elasticity and cross elasticity. Production: process, creation of utility, factors of production, input output relationship. Laws of returns: Law of variable proportions and law of returns to scale. Cost: Cost concepts, short run and long run cost curves. Supply: Stock v/s supply, law of supply, supply schedule, supply curve, determinants of supply, elasticity of supply. Distribution theory: meaning, factor market and pricing of factors of production. Concepts of rent, wage, interest and profit. National income: Meaning and importance, circular flow, concepts of national income accounting and approaches to measurement, difficulties in measurement. Population: Importance, Malthusian and Optimum population theories, natural and socio-economic determinants, current policies and programs on population control. Money: Barter system of exchange and its problems, evolution, meaning and functions of money, classification of money, money supply, general price index, inflation and deflation. Economic systems: Concepts of economy and its functions, important features of capitalistic, socialistic and mixed economies, elements of economic planning. Forms of business organizations, international trade and balance of payments. GST and its implication on Indian economy.

### Suggested Readings

1. Johl, S.S. and T.R Kapur. 2009. Fundamentals of Farm Business Management. Kalyani Publishers
2. S. Subha Reddy, P. Raghu Ram, T.V. Neelakanta and I. Bhvani Devi .2004. Agricultural Economics. Oxford & IBH publishing Co. Pvt. Ltd

**Objectives**

1. To understand the fundamentals of agricultural marketing and trade
2. To analyze the factors influencing supply and demand in agricultural markets
3. To explore different marketing channels and strategies in agriculture
4. To examine the role of government policies and regulations in agricultural markets

**Theory**

Agricultural Marketing: Concepts and definitions of market, marketing, agricultural marketing, market structure, marketing mix and market segmentation, classification and characteristics of agricultural markets; Demand, supply and producer's surplus of agri commodities: nature and determinants of demand and supply of farm products, producer's surplus – meaning and its types, marketable and marketed surplus, factors affecting marketable surplus of agri-commodities; Pricing and promotion strategies: pricing considerations and approaches – cost based and competition based pricing; market promotion – advertising, personal selling, sales promotion and publicity – meaning, merits and demerits; Marketing process and functions: Marketing process concentration, dispersion and equalization; exchange functions – buying and selling; physical functions – storage, transport and processing; facilitating functions – packaging, branding, grading, quality control and labelling (Agmark); Market functionaries and marketing channels: Types and importance of agencies involved in agricultural marketing; meaning and definition of marketing channel; number of channel levels; marketing channels for different farm products; Integration, efficiency, costs and price spread: Meaning, definition and types of market integration; marketing efficiency; marketing costs, margins and price spread; factors affecting cost of marketing; reasons for higher marketing costs of farm commodities; ways of reducing marketing costs; Role of Govt. in agricultural marketing: Public sector institutions- CWC, SWC, FCI, CACP and DMI – their objectives and functions; cooperative marketing in India; Risk in marketing: Types of risk in marketing; speculation and hedging; an overview of futures trading; Agricultural prices and policy: Meaning and functions of price; administered prices; need for innovations in agricultural price policy; Trade: Concept of International Trade and its need, theories of absolute and comparative advantage. Present status and prospects of international trade in agri-commodities; WTO; Agreement on Agriculture (AoA) and its implications on Indian agriculture; IPR: Role of government in agricultural marketing; Role of APMC and its relevance in the present day context.

**Practical**

Plotting and study of demand and supply curves and calculation of elasticities; Study of relationship between market arrivals and prices of some selected commodities; Computation of marketable and marketed surplus of important commodities; Study of price behaviour over time for some selected commodities; Construction of index numbers; Visit to a local market to study various marketing functions performed by different agencies, identification of marketing channels for selected commodity, collection of data regarding marketing costs, margins and

price spread and presentation of report in the class; Visit to market institutions –NAFED, SWC, CWC, cooperative marketing society, etc. to study their organization and functioning. Application of principles of comparative advantage of international trade.

### **Suggested readings**

1. Acharya, S.S. and Agarwal, N.L. 2006. Agricultural Marketing in India, Oxford and IBH Publishing Co. Pvt. Ltd., New Delhi.
2. Chinna, S.S. 2005. Agricultural Economics and Indian Agriculture. Kalyani Pub, N Delhi.
3. Dominic Salvatore, Micro Economic Theory
4. Kohls Richard, L. and Uhl Josheph. N. 2002. Marketing of Agricultural Products, Prentice-Hall of India Private Ltd., New Delhi.
5. Kotler and Armstrong, 2005. Principles of Marketing, Pearson Prentice-Hall.
6. Lekhi, R. K. and Joginder Singh. 2006. Agricultural Economics. Kalyani Publishers, Delhi.
7. Memoria, C.B., Joshi, R.L. and Mulla, N.I. 2003. Principles and Practice of Marketing in India, Kitab Mahal, New Delhi.
8. Pandey Mukesh and Tewari, Deepali. 2004. Rural and Agricultural Marketing, International Book Distributing Co. Ltd, New Delhi.
9. Sharma, R. 2005. Export Management, Laxmi Narain Agarwal, Agra.

## Semester VI

Course AES-321: Title: Basic and Applied Agricultural Statistics

3(2+1)

**Objectives** To provide an idea on statistical concepts of both descriptive and inference Statistics which will be useful to do statistical analysis

### Theory

Introduction to Statistics and its Applications in Agriculture. Types of Data. Scales of measurements of Data. Summarization of Data. Classification of Data. Frequency Distribution. Methods of Classification. Definition of Grouped and Ungrouped Data. Definition of Class Interval (formula for determining the no. of class interval), Width of CI, Class Limits (Boundaries), Mid Points. Types of Frequency Distribution. Diagrammatic Presentation of Data. Bar Diagrams – Simple, Multiple, Sub-divided and Percentage Bar Diagrams. Pie-diagram. Graphical Presentation of Data – Histogram, Frequency Polygon and Ogives.

Measures of Central Tendency. Requisites for an Ideal Measure of Central Tendency. Different Types of Measure. Arithmetic Mean– Definition, Properties, Merits, Demerits and Uses. A.M. (examples) for Grouped and Ungrouped Data. Step-deviation Method. Weighted Mean. Definition of Geometric Mean and Harmonic Mean. Relationship between A.M., G.M. and H.M. Median- Definition, Merits, Demerits and Uses. Graphical Location of Median. Mode- Definition, Merits, Demerits and Uses. Graphical Location of Mode. Relationship between Mean, Median and Mode.

Measures of Dispersion. Characteristics for an Ideal Measure of Dispersion. Different Types of Measures of Dispersions. Definition of Range, Interquartile Range, Quartile Deviation and Mean Deviation. Standard Deviation- Definition, Properties. S.D. and Variance for Grouped and Ungrouped Data. Variance of Combined Series. Co-efficients of Dispersions. Co-efficient of Variation.

Measures of Skewness and Kurtosis. Definition of Symmetrical Distribution. Definition of Skewness, Measures of Skewness. Definition of Kurtosis. Measure of Kurtosis. Relationship between Mean, Median and Mode for Symmetrical and Skewed Distribution.

Probability Theory and Normal Distribution. Introduction to Probability. Basic Terminologies. Classical Probability-Definition and Limitations. Empirical Probability- Definition and Limitations. Axiomatic Probability.

Addition and Multiplication Theorem (without proof). Conditional Probability. Independent Events. Simple Problems based on Probability. Definition of Random Variable. Discrete and Continuous Random Variable. Normal Distribution- Definition, Prob. Distribution, Mean and Variance. Assumptions of Normal Distribution. Normal Probability Curve. Correlation and Regression. Definition of Correlation. Scatter Diagram. Karl Pearson's Coefficient of Correlation. Types of Correlation Coefficient. Properties of Correlation Coefficient. Definition of Linear Regression. Regression Equations. Regression Coefficients. Properties of Regression Coefficients. Tests of Significance. Definition. Null and Alternative Hypothesis. Type I and Type II Error. Critical Region and Level of Significance. One Tailed and Two Tailed Tests. Test Statistic. One Sample, Two Sample and Paired t-test with Examples. F-test for Variance. ANOVA and Experimental Designs. Definition of ANOVA. Assignable and Non assignable Factors. Analysis of One-way Classified Data.

Basic Examples of Experimental Designs. Terminologies. Completely Randomized Design (CRD). Sampling Theory. Introduction. Definition of Population, Sample, Parameter and Statistic. Sampling Vs Complete Enumeration. Sampling Methods. Simple Random Sampling with Replacement and without Replacement. Use of Random Number Table.

### Practical

Diagrammatic and Graphical representation of data. Calculation of A.M., Median and Mode (Ungrouped and Grouped data). Calculation of S.D. and C.V. (Ungrouped and Grouped data). Correlation and Regression analysis. Application of t-test (one sample, two sample independent and dependent). Analysis of variance one-way classification. CRD. Selection of random sample using simple random sampling.

### Suggested readings

1. Fundamentals of Statistics by D. N. Elhance, Kitab Mahal Publishers.
2. Fundamentals of Applied Statistics by S.C. Gupta and V. K. Kapoor, Sultan Chand and Sons.
3. Basic Statistics by B. L. Agarwal, New Age International Publishers.
4. Agricultural Statistics by S.P. Singh and R.P.S. Verma, Rama Publishing House.
5. Agriculture and Applied Statistics-I by P.K. Sahu, Kalyani Publishers.
6. Agriculture and Applied Statistics-II by P. K. Sahu and A. K. Das, Kalyani Publishers.

**AES-322: Agricultural Finance and Cooperation**

**2(1+1)**

### Objectives

To impart knowledge on issues related to lending to priority sector credit management and financial risk management

### Theory

Agricultural Finance- meaning, scope and significance, credit needs and its role in Indian agriculture. Agricultural credit: meaning, definition, need, classification. Credit analysis: 4 R's, and 3C's of credits. Sources of agricultural finance: institutional and non-institutional sources, commercial banks, social control and nationalization of commercial banks. Micro financing including KCC. Lead bank scheme, RRBs, Scale of finance and unit cost. An introduction to higher financing institutions – RBI, NABARD, ADB, IMF, world bank, Insurance and Credit Guarantee Corporation of India. Cost of credit. Recent development in agricultural credit. Preparation and analysis of financial statements – Balance Sheet and Income Statement. Basic guidelines for preparation of project reports. Bank norms – SWOT analysis. Agricultural Cooperation – Meaning, brief history of cooperative development in India, objectives, principles of cooperation, significance of cooperatives in Indian agriculture. Agricultural Cooperation in India- credit, marketing, consumer and multi-purpose cooperatives, farmers' service cooperative societies, processing cooperatives, farming cooperatives, cooperative warehousing; role of ICA, NCUI, NCDC, NAFED. 3 R's, 5 C's and 7 P's of credit. Crop insurance: its scope, significance and limitations and the potential of the newly launched 'Pradhan Mantri Fasal Bima Yojana' (Prime Minister's Crop Insurance

Scheme). Successful cooperative systems in Gujarat (AMUL), Tamil Nadu (Aavin), Karnataka (Nandini), Maharashtra and Punjab.

### Practical

Optimum allocation of limited amount of capital among different enterprise. Analysis of progress and performance of cooperatives using published data. Analysis of progress and performance of commercial banks and RRBs using published data. Visit to a commercial bank, cooperative bank and cooperative society to acquire first-hand knowledge of their management, schemes and procedures. Estimation of credit requirement of farm business – A case study. Preparation and analysis of balance sheet – A case study. Preparation and analysis of income statement – A case study. Appraisal of a loan proposal – A case study. Techno-economic parameters for preparation of projects. Preparation of Bankable projects for various agricultural products and its value-added products. Seminar on selected topics. Different types of repayment plans.

### Suggested readings

1. Gittinger, J.P. 1982. Economic Analysis of Agricultural Projects. The Johns Hopkins Univ. Press.
2. Reddy, S. S. and Ram, P.R. 1996. Agricultural Finance and Management. Oxford & IBH.

## Semester VII

### Elective course 1

**AES-411: Agri-Business Management**

**4 (3+1)**

### Objectives

To impart knowledge on understanding the concepts processes, significance, and role of management and organizational behaviour

### Theory

Transformation of agriculture into agribusiness, various stakeholders and components of agribusiness systems. Importance of agribusiness in the Indian economy and New Agricultural Policy. Distinctive features of Agribusiness Management: Importance and needs of agro-based industries. Classification of industries and types of agro based industries. Institutional arrangement, procedures to set up agro based industries. Constraints in establishing agro-based industries. Agri-value chain: Understanding primary and support activities and their linkages. Business environment: PEST and SWOT analysis. Management functions: Roles and activities. Organization culture. Planning, meaning, definition, types of plans. Purpose or mission, goals or objectives. Strategies, policies procedures, rules, programs and budget. Components of a business plan, Steps in planning and

implementation. Organization staffing, directing and motivation. Ordering, leading, supervision, communications, control. Capital management and Financial management of Agribusiness. Financial statements and their importance. Marketing Management: Segmentation, targeting and positioning. Marketing mix and marketing strategies. Consumer behaviour analysis, Product Life Cycle (PLC). Sales and Distribution Management. Pricing policy, various pricing methods. Project Management definition, project cycle, identification, formulation, appraisal, implementation, monitoring and evaluation. Project Appraisal and evaluation techniques.

## **Practical**

Study of agri –input markets: Seed, fertilizers pesticides. Study of output markets: grains, fruits, vegetables, flowers. Study of product market, retails trade commodity trading, and value-added products. Study of financing institutions- Cooperative, Commercial Bank, RRBs, Agribusiness Finance Limited, NABARD. Preparations of projects and Feasibility reports for agribusiness entrepreneur. Appraisal /evaluation techniques of identifying viable project- Non discounting techniques. Case study of agro- based industries. Trend and growth rate of price of agricultural commodities. Net present worth technique for selection of viable project. Internal rate of return.

## **Suggested readings**

1. Broadway, A.C. and Broadway, Arif, A. 2002. A textbook of Agri-Business Management. Kalyani Publishers
2. Bairwa, S.L. 2016. Objective on Fundamentals of Agri-business Management. Kalyani Publishers
3. Anjan Nishra, Debasish Biswas and Arunangshu Giri. 2019. Agribusiness Management, Himalaya Publishing House, 220p.
4. Shoji Lal Bairwa, Chandra Sen, L.K. Meena and Meera Kumari. 2018. Agribusiness Management Theory and Practices, Write and Print Publications.
5. Virender Kamalvanshi. Agribusiness Management. Random.