



**Kavayitri Bahinabai Chaudhari
North Maharashtra University, Jalgaon**
(NAAC Re-accredited 'A' Grade University)

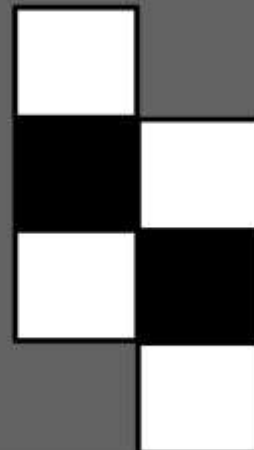
MBA

**FACULTY OF COMMERCE &
MANAGEMENT**



**Master in Business Administration (Agri
Business Management/Entrepreneurship)**

**(Semester 60-40 pattern)
w.e.f AY 2021-22**



Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon

(NACC Re-Accredited 'A' Grade University)

M.B.A. (Agri Business Management/Entrepreneurship)
(FACULTY OF COMMERCE & MANAGEMENT)

w. e. f. AY2021-22

CURRICULUM STRUCTURE

Semester-I and II					
Course Code	Type of course	Course Title	Course Code	Type of course	Course Title
101	Core	Introduction to Agri-Business Management-Entrepreneurship	201	Core	Agriculture Environment and Policies
102	Core	Business Communication	202	Core	Computer Fundamentals
103	Core	Managerial Economics	203	Core	Research Methodology
104	Skill Based	Organizational Behavior	204	Skill Based	Financial Management
105	Skill Based	Accounting and Costing	205	Skill Based	Human Resource Management
106	Core	Marketing and Retailing of Agriculture	206	Core	Digital and Social Media Marketing
107	Skill Based	Operations Management	207	Core	Supply Chain and Logistics Management
AC-101	Skill Based	Audit Course-Practicing Cleanliness	AC-201	Skill Based	Audit Course-Soft skills

Semester-III and IV					
Course Code	Type of course	Course Title	Course Code	Type of course	Course Title
301	Core	Strategic Management	401	Core	Project Management and Entrepreneurship Development
302	Core	Business Law	402	Core	Disaster Management
303	Core	Computer Applications and Information Systems	403	Core	Environment and Green Technology
304	Elective	Specialization-I	404	Elective	Specialization-V
305	Elective	Specialization-II	405	Elective	Specialization-VI
306	Elective	Specialization-III	406	Elective	Specialization -VII
307	Elective	Specialization-IV	407	Skill Based	Summer Internship Project Viva-Voce
AC-301	Skill Based	Audit Course-Cyber Security	AC-401	Skill Based	Audit Course-Green Audit

Specialization (Any one)	
A	Production and Processing Management
B	Marketing Management
C	Human Resource and Finance Management

A- Production and Processing Management			
304	Fertilizer Technology and Management	404	Post-harvest Management
305	Seed Production Management	405	Diffusion and Adoption of Innovations
306	Management of Horticulture and Floriculture	406	Technology Management for Livestock Products
307	Food Technology and Processing Management		
B- Marketing Management			
304	Rural Marketing	404	Agricultural Marketing Management
305	Food Retailing Management	405	Sales and Distribution Management
306	Agri-supply Chain management	406	Management of Agricultural Input Marketing
307	Management and Marketing of Agro-chemical Industry		
C-Human Resource and Finance Management			
304	Rural Credit and Micro Finance	404	Management of Agribusiness Cooperatives
305	Farm Business Management	405	Management of Veterinary Hospitals
306	Human Resource Management and Development in Agriculture Sector	406	Agribusiness Financial Management
307	Commodity Futures, Markets and Derivatives		

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Summary of Distribution of Credit

Sr. No.	Types of Course	Sem-I	Sem-II	Sem-III	Sem-IV
01	Core	20	20	12	12
02	Skill Based	10	10	2	6
03	Elective	--	--	16	12
Total Credits		30	30	30	30

Subject Type	Core	Skill Based	Elective	Total
Credits	64	28	28	120

Total Credits = 120

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CURRICULUM STRUCTURE

Semester I								
Course Code	Title of the Course	Credits	Teaching Scheme			Evaluation Scheme		
			TH (Lecture)	PR (Practical)	Total	Internal	External	Total
101	Introduction to Agri -Business Management - Entrepreneurship	4	4	--	4	40	60	100
102	Business Communication	4	2	2	4	40	60	100
103	Managerial Economics	4	4	--	4	40	60	100
104	Organizational Behavior	4	4	--	4	40	60	100
105	Accounting and Costing	4	4	--	4	40	60	100
106	Marketing and Retailing of Agriculture	4	4	--	4	40	60	100
107	Operations Management	4	4	--	4	40	60	100
AC101	Audit Course - Practicing Cleanliness	2	--	2	2	100	00	100
Total of Semester I		30	26	04	30	380	420	800

Semester II								
Course Code	Title of the Course	Credits	Teaching Scheme			Evaluation Scheme		
			TH (Lecture)	PR (Practical)	Total	Internal	External	Total
201	Agriculture Environ- ment and Policies	4	4	--	4	40	60	100
202	Computer Fundamentals	4	2	2	4	40	60	100
203	Research Methodology	4	4	--	4	40	60	100
204	Financial Management	4	4	--	4	40	60	100
205	Human Resource Man- agement	4	4	--	4	40	60	100
206	Digital and Social Media Marketing	4	4	--	4	40	60	100
207	Management Infor- mation System	4	2	2	4	40	60	100
AC201	Audit Course - Soft skills	2	--	2	4	100	00	100
Total of Semester II		30	24	06	30	380	420	800

Semester III

Course Code	Title of the Course	Credits	Teaching Scheme			Evaluation Scheme		
			TH (Lecture)	PR (Practical)	Total	Internal	External	Total
301	Strategic Management	4	4	--	4	40	60	100
302	Business Law and Ethics	4	4		4	40	60	100
303	Computer Applications and Information Systems	4	2	2	4	40	60	100
304	Specialization-I	4	4	--	4	40	60	100
305	Specialization-II	4	4	--	4	40	60	100
306	Specialization-III	4	4	--	4	40	60	100
307	Specialization-IV	4	4	--	4	40	60	100
AC301	Audit Course – Cyber Security	--	--	2	2	100	00	100
	Total of Semester III	30	26	4	30	380	420	800

Semester IV

Course Code	Title of the Course	Credits	Teaching Scheme			Evaluation Scheme		
			TH (Lecture)	PR (Practical)	Total	Internal	External	Total
401	Project Management and Entrepreneurship Development	4	4	--	4	40	60	100
402	Disaster Management	4	4	--	4	40	60	100
403	Environment and Green Technology	4	4	--	4	40	60	100
404	Specialization-V	4	4	--	4	40	60	100
405	Specialization-VI	4	4	--	4	40	60	100
406	Specialization -VII	4	4	--	4	40	60	100
407	Summer Internship Project Viva-Voce	--	-	4	4	50	50	100
AC401	Audit Course - Green Audit	--	-	2	2	100	00	100
	Total of Semester IV	24	24	6	30	390	410	800



KBC North Maharashtra University, Jalgaon

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M.B.A.(Agri Business Management/Entrepreneurship)

FACULTY OF COMMERCE AND MANAGEMENT

Structure of M.B.A. (Agri Business Management/Entrepreneurship)

W.E.F.A.Y.2021-22

1. TITLE OF THE DEGREE:

This degree shall be titled as **M.B.A. (Agri Business Management/Entrepreneurship)** With the mention of Specialization in the bracket as “**M.B.A. (Agri Business Management/Entrepreneurship - Specialization)**”. This new curriculum shall be effective from academic year 2021-22.

2. OBJECTIVES

The main objective of M.B.A. (Agri Business Management/Entrepreneurship) is to develop future managers and entrepreneur in the field of Agriculture, who would meet, the dynamic needs of the agriculture based industry in a competitive and challenging environment. The program aims at giving proficient insights into different functional areas of management and develop required re competencies in appreciating the issues relating today management.

The broad objectives of the Program are:

- The program focused on agriculture and food markets and is aimed to create, train, and enhance managerial capability for greater effectiveness.
- To provide students pursuing careers in agricultural business with classroom education as well as practical and analytical market-oriented training.
- To design agricultural business professionals for agriculture and food companies, rural areas, and related industries.
- To promote entrepreneurial spirit and the development of qualified human resources for agro food business and rural development.
- To meet the needs of national and international corporations and cooperative agribusiness.

3. DURATION

The regular full time course shall be of 2 years duration; comprising of 4 Semesters through theory papers, practical, project report, viva-voce, and such other continuous evaluation systems as may be prescribed, in this respect, from time to time.

4. ELIGIBILITY FOR ADMISSION

As per admission rules framed by the Government of Maharashtra and Directorate of Technical Education, Maharashtra State, Mumbai.

5. PATTERN

- 5.1. The suggested curriculum comprises 32 papers. Similarly, the student has to opt for one specialization as specialization comprising 8 papers, of which for 1 paper the student has to undergo Summer Internship Project for minimum period of 8 weeks.
- 5.2. Each semester will have 7 papers of 4 credits each an audit course of 2 credits, thus comprising 30 credits for each Semester that is 120 credits for whole M.B.A. (Agri Business Management/Entrepreneurship) degree Course.
- 5.3. One credit for the theory course shall be of the 12 clock hours (Each course being taught in the semester will be of 4 credits) that is each course will be of 48 hours.
- 5.4. Continuous evaluation of the student shall comprise the 60+40 pattern; where every paper of 100 marks, shall be divided as external evaluation of 60 marks and internal continuous assessment of 40 marks.
- 5.5. For audit courses internal continuous assessment of 100 marks
- 5.6. 4 credits shall be awarded to the 408 Project Report and Viva-Voce, which will commence after completion of II Semester (During vacation falling after the end of first year) and the final work and report will be submitted during IV Semester. The marks and the credits will be allotted in IV Semester.
- 5.7. Academic calendar showing dates of commencement and end of teaching, internal assessment tests shall be duly notified before commencement of each semester every year by the Institute/College.
- 5.8. The external assessment shall be based on external written examination to be conducted by the University at the end of the each semester.
- 5.9. The student shall not be allowed to appear for the semester examine a completion the Head/Director of the Department/Institution certifies completion of internal work, regularity, practical etc. The institution/Department shall submit along with this certificate Internal marks to 'The Director, Examination and Evaluation' of the University.

6. EVALUATION OF THE STUDENT :

6.1. The evaluation of the student shall be divided into two parts viz. Internal Assessment and Semester examination with a weightage in the ratio of 40:60.

6.2. Standard of passing:

6.2.1. In order to pass the examination the candidate has to obtain at least 40%marks for each head separately, that is 24marks out of 60 (External) & 16 marks out of 40 marks (Internal) for all courses. For Audit course the minimum marks for passing is 40 Marks.

6.2.2. Minimum marks for passing the Project Report and Viva Voce i.e. the marks obtained in internal examination and external Viva Voce shall be 50% separately.

6.3. The distribution of marks for each theory paper of 4 credits at term (Semester) end examination and for continuous internal assessment shall be as follows:

Theory Examination	Maximum marks
Internal assessment(College Assessment-CA)	40
External assessment(University Assessment-UA)	60
Total marks	100

6.4. **The Project work** (summer internship) shall commence after completion of II semester (During vacation falling after the end of first year) and the final Project report shall be submitted during IV semester. The marks and the credits shall be allotted in IV Semester. A student shall be awarded credit points out of 4 credit points on the basis of aggregate of his/her performance in project report and viva voce.

6.5. Internal Assessment:

6.5.1. For the internal assessment, 40 marks shall be assigned which includes:

Heads	Marks	Evaluating Authority
Internal test-I	20	Concerned Faculty
Internal test-II	20	
Assignments (See 6.5.1.2.)	20	
Total marks (Best of two Internal test + Assignment)	40	

6.5.1.1. Two internal tests of 20 Marks each shall be conducted by the subject teacher. The duration of the each test will be of 1Hour.

6.5.1.2. Twenty Marks for Assignment which may include Classroom Paper Presentation, Special Assignments, Research Paper Presentations at State Seminars, Research Paper Presentations at National Seminars, Publications in Journals, Practical (Computer related courses), Presentations of Case Study, Group Discussions, Book Review, Survey, Active participation in Event Management, Industrial Visit, Placement activities, Institutional Branding Activities, Visit to National/International Business Exhibition etc. In related subjects (at least one activity has to be completed by the student per semester per paper to be supervised and guided by the concerned subject teacher).

6.5.2. The marks for each test shall be displayed on notice board within 7 days of conducting the test.

6.5.3. It is mandatory to show the answer sheets of all tests to the students on demand.

6.6. **University Assessment:** Each theory paper comprising of 60 marks shall be of 3 hours duration.

6.7. The student shall be allowed to keep the term soft for the next year as per the University rules.

7. Grades:

7.1. Marks for each course would be converted into grade points as per Seven-Point grading scale which is available on University website.

8. GUIDELINES FOR TEACHING

8.1. There shall be at least 48 lecture hours per semester per course. The duration of the lectures shall be 60 minutes each. There shall be at least 12 weeks of teaching before commencement of examination of respective semester.

8.2. There shall be 4 lectures/Practical/week/paper.

8.3. The semester work load is balanced with 7 full papers and audit course of 100 marks each/ semester. Thus, 360 lecture hours are considered for teaching sessions and continuous assessment.

8.4. Self-study shall be a natural requirement beside the time table. The Faculty will have to exert little extra effort for cultivating reading habits among the students.

8.5. The teaching method shall comprise a mix of Lectures, Seminars, Group discussions, Brainstorming, Game playing, Interactions with Executives etc. so as to prepare the students to face the global challenges as business executives. For this Audio-visual aids and Practical field work should be a major source of acquiring knowledge.

8.6. Institute may use a combination of various teaching methods such as cases, projects, independent studies, computer aided instructions, group discussions,

Video's, lectures, seminars, presentations by students, and lectures by guest speakers from industry and government .The case method is generally seen as a most effective tool, and it should be included as part of the curriculum teaching as far as possible. This sharpens analytical skills of students and helps analyze problems from multi-functional perspectives. Case study method preferably shall be used wherever possible for the better understanding of the students.

9. GUIDELINES FOR PRACTICAL TRAINING AND SUMMER INTERNSHIP PROJECT

- 9.1. Each student shall have to undergo a practical training for a period of not less than 8 weeks during vacation falling after the end of II Semester.
- 9.2. In the Fourth semester, examination student shall submit "Project Report" individually on the basis of Specialization. The topic should be decided with consultation and guidance of internal guide of the Institute/college at the end of the first year, so that the student can take up the training during the vacations. The Project shall be necessarily research oriented, innovative and problem solving.
- 9.3. The institute / College shall submit the detailed list of candidate to the University with Project Titles, name of the organization, internal guide and functional elective on or before commencement of the IV Semester.
- 9.4. Teacher shall not be entrusted/allowed to take more than 15 students for guidance and supervision of project report.
- 9.5. The student has to write a report based on the actual training undergone during the summer vacations at the specific selected business enterprise, get it certified by the concerned teacher that the Project report has been satisfactorily completed and shall submit one hard bound typed copy of the same to the Head / Director of the institute along with 2 CD's of Project Report. In order to save the paper, both side printing is allowed.
- 9.6. It is responsibility of concerned Institute to check the authenticity of Project.
- 9.7. Student may use SPSS software if required.
- 9.8. CD submitted by the student shall be forwarded to the University by the Institute before the deadline mentioned in University circular.
- 9.9. Project viva-voce shall be conducted at the end of Semester IV.
- 9.10. Viva Voce for one student shall be of minimum 10 minutes. The Student should prepare Power Point presentation based on Project work to be presented at the time of Viva voce.

- 9.11. Ten percent (10%) of the projects May be given by institute to the students for summer training as basic research projects.
- 9.12. The project work will carry maximum 100 marks, of which internal teacher shall award out of maximum 40 marks on the basis of project work done by the student as an internal assessment. Viva voce of 60 marks will be conducted by the panel of the external examiners to be appointed by the University.
- 9.13. No students will be permitted to appear for Viva-voce examinations, unless and until(s) he submits the project report before the stipulated time.

10 ADDITIONAL MAJOR SPECIALIZATION

- 10.1. The student who has passed MBA of **(Agri Business Management/Entrepreneurship)** with a specific specialization, may be allowed to appear for MBA examination again, with other specialization by keeping term for the III and IV semester for the so opted 8 papers of additional specialization. He/she has to appear for 8 papers including Project report of the additional specialization so opted.
- 10.2. Student shall be given exemption for all other papers except specialization opted.
- 10.3. The student has to pay only Tuition fees for one year as may be prescribed from time to time for this purpose.
- 10.4. The student shall not entitled to receive separate Degree Certificate or Grade for this additional specialization. The student shall be entitled to get Marks statement only.

11 STRUCTURE OF THE QUESTION PAPER

- 11.1. Each question paper shall be of 60 marks and of 3 hours duration.
- 11.2. For Theory papers there will be 2 Sections. In section I, a candidate shall be required to answer 3 questions out of 5 questions and in section II, student shall be required to answer 2 questions out of 3 questions. All questions shall carry equal marks i.e. 12 marks each.
- 11.3. **For Composite papers (theory and practical / problems)** there will be 2 sections. In section I (practical/problem) a student shall be required to answer 3 question out of 5 questions & in section II (Theory) he/she shall be required to answer 2 questions out of 3 questions. All question shall carry equal marks i.e. 12 marks each.

12 ELIGIBILITY OF THE FACULTY

Strictly As per norms fixed by AICTE (www.aicte-india.org) and KBC North Maharashtra University, Jalgaon (www.nmu.ac.in)



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SEMESTER: I

Paper-101: Introduction to Agri-Business Management- Entrepreneurship
60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

- Make students expert to handle agriculture management.
- To get in-depth knowledge in various functions of Agri-business management.
- To be able to understand & solve case studies of Agri-business management.

1. Agri-business Management

(10Hours)

- 1.1. Agri-business management: Meaning, definition, history and scope of agri-business (Input, Farm Product Sectors).
- 1.2. Importance of agri-business in the Indian economy.
- 1.3 Changing dimension of agricultural business.

2. Function of Agri-business Management:

(12Hours)

- 2.1. Agri-business management-distinctive features, nature and components.
- 2.2. Importance of good management,
- 2.3. Definition of management and management functions.
- 2.4. Five Years Plans and Agri- business, characteristics of plans.

3. Farm business Management- I

(10Hours)

- 3.1. Organization and operation of farm business.
- 3.2. Tools of farm business organization and operation.
- 3.3. Steps in farm business organization.
- 3.4. Evaluation of available resources, appraisal and goals of farm business and approach to reorganization of the farm business.

4. Farm business Management- II

(06Hours)

- 4.1. Farm adjustment program me under uncertainty,
- 4.2. Job of proficient farm planner and farm accountancy.
- 4.3. Constraints in agri-business management infrastructure, technological, social and cultural.
- 4.4. Analysis of farm records; Farm inventories.

5. Financial Management of Agri-business

(10Hours)

5.1. Financial Management of Agri-business

5.2. Importance of Financial Statement

5.3. Balance sheet, Income account/ Profit and Loss Statement

5.4. Efficiency measures, Partial and Complete budgeting

6. Case study:

A real world situation facing a manager should be considered for analysis & discussion.

Steps: Fact/Summary, Problem Identification, Analysis of Problems, Alternate

Reference Book:

- Farm Management: An Economic Analysis, Dhondyal. S.P., Friends Publications.
- Fundamentals of Farm Business Management, Johl, S.S and T.R Kapur., Kalyani Publishers.
- Economics and Farm Management in India: Theory and Practice. Kahlon, A.S and Karan Singh. Allied Publishers.
- Elements of Farm Management Economics, Singh I.J. , East West Press, Pvt Ltd.



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SEMESTER: I

Paper-102: Business Communication Skills

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48hours

Objective

- The course aims to make students proficient in written as well oral communication. The focus will be on business related communication.
- To provide fundamental knowledge about communication process and practices
- To create strong foundation for developing communication skills

1. Introduction to Communication

(12Hours)

- 1.1 Introduction to Communication Process,
- 1.2 Barriers to Communication,
- 1.3 Effective Communication,
- 1.4 Types of communication in organizations viz.
 - 1.4.1. Downward,
 - 1.4.2. Upward,
 - 1.4.3. Horizontal,
 - 1.4.4. Static Vs. dynamic.

2. Types of Communication

(10 Hours)

- 2.1. Verbal & Non-Verbal communication,
- 2.2. Communication through clothes/ colors / space/ symbol, Body language and etiquettes,
- 2.3. Interpersonal communication, self-concept and communication
- 2.4 Assertive Communication.

3. Communication Skills

(10 Hours)

- 3.1. Types of business writing viz, Newsletters, Reports, Folders, Fact sheets' Press release;
- 3.2. Readership and writing style - human aspects of writing

4. Corporate Communication–Oral

(8 Hours)

- 4.1. Ordinary Meetings - Planning for meeting, tips for chairing, opening, progress members
- 4.2. The character of business meeting,
- 4.3. Energies for meetings' Group discussions' brain storming sessions and presentations'

5. Modern Techniques of Communication

(8 Hours)

- 5.1. Handling personal communication.
- 5.2. Letters, dictation, reading, problem solving, listening skills,
- 5.3. Self-talk, self - reflection,
- 5.4. Steps to personal creativity, public speaking, Business etiquette'

Note for Practical: Practice sessions for development of skills shall be regularly conducted. Continuous assessment based on participation and performance should be evaluated for 20 marks in internal assessment.

Reference Book:

- Communication Facts and duos in Business ,Brown: '2006' Prentice Hal Publications
- Basic Business Communication' McGraw-Hill' Publications
- Business Communication., Ramachandran KK, Lakshmi KK & Karthik KK' 2007'
- Business Communication–Locker, Kaczmarek–McGraw-Hill
- Business Communication–P Subba Rao, Anita, Hima & Cenage, Learning.
- Communication Skill–Kumar & Lata –Oxford University Publications
- Developing Communication Skills(2/e)Mohan & Banerjee-Macmillan
- Business Communication–Rai&Rai– HimalayaPublishingHouse



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FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: I

Paper- 103: Managerial Economics

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective:

- To make the heterogeneous students to understand basics of any kind of economic activity
- With the presumption of certain knowledge, to apply the economic concepts to the real world situations.
- To enjoy the journey of economics. The student to feel enough enriched so, they can take entrepreneurial risks in a better sense and understand the dynamic nature of the business to mould themselves in an appropriate way.

1. Basic of Managerial Economics (12 Hours)

- 1.1 Nature & Scope of managerial economics,
- 1.2. Meaning and Importance of Economics
- 1.3. Objective of the firm and basic economic principles;
- 1.4. Mathematical concepts used in managerial economics.

2. Demand analysis (10 Hours)

- 2.1. Demand analysis - meaning, types and determinants of demand
- 2.2. Demand function;
- 2.3. Demand elasticity;
- 2.4. Demand forecasting-need and techniques.

3. Production, cost and supply analysis (10 Hours)

- 3.1. Production function, least-cost input combination,
- 3.2. Factor productivities and returns to scale,
- 3.3. Cost concepts, cost-output relationship, short and long-run supply functions.

4. Pricing (8 Hours)

- 4.1. Pricing-determinants of price
- 4.2. Pricing under different market structures,
- 4.3. Pricing of joint products,
- 4.4. Pricing methods in practice, government policies and pricing

5. Market structure (8 Hours)

- 5.1. Market structure -Concepts of competition and Monopoly,
- 5.2. Pricing Strategies and Tactics.
- 5.3. Long term planning decisions Risk and Decision making,
- 5.4. Capital Budgeting, Case studies.

Reference Book:

- Economic Theory and Operations Analysis. ,Baumol WJ. 1980. Prentice Hall ofIndia.
- Managerial Economics, Craig PH & Chris LW. 1996, Prentice Hall of India.
- Macro Economics:Concepts, Theories and Policies Dernberg TF. et. al. 1986.. McGraw Hill.
- Managerial Economics. Dwivedi DN. 2002. ,VikashPubl.
- Managerial Economics. ,Gupta GS. 1997. Tata McGrawHill.
- Modern Micro Economics ,Koutsoyiannis A. 1989.. Mac MillanPress.
- Microeconomics–Samuelson & Nordhaus19th Edition –McGrawHill
- Managerial Economics, by Damodaran–Oxford
- Economics-K.K.Dewett ,S.Chand
- Managerial Economics, by Salvatore ,Rastogi–Oxford
- Managerial Economics--D.M.Mithani-HimalayaPublishingHouse
- ManagerialEconomics-Chaturvedi,S.L.Gupta-InternationalBooksHousePvt.Ltd.
- Principles of Economics, Frank and Bernanke, Third Edition, SecondReprint-2007 ,by Tata-McGraw hill.



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SEMESTER: I

Paper-104: Organizational Behaviour

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48hours

Objective

- To acquaint the learner with meaning and concepts of management and organizational behavior.
- Focus will be on understanding the concepts, processes, significance.
- Role of management and organizational behaviour.

1. Evolution of Management Thought (12 Hours)

- 1.1. Nature, Scope and Significance of Management,
- 1.2. Evolution of Management Thought, Approaches to Management,
- 1.3. Functions of a Manager, Planning -Types, Steps, Course Objective, Process, Strategies, Policies, MBO, Strategic Planning Process, SWOT analysis,
- 1.4. Organizing – Structure & Process, Line Staff, Authority & responsibility.

2 Staffing (8 Hours)

- 2.1. Staffing – Selection process,
- 2.2. Directing – Training, Communication & motivation,
- 2.3. Controlling- Significance, Process, Techniques,
- 2.4. Standards & Benchmarks, Management Audit.

3. Introduction of Organizational Behaviour (10 Hours)

- 3.1. Nature, Scope and Significance of Organizational Behaviour;
- 3.2. Evolution and Historical Background of Organizational Behaviour;
- 3.3. Models of Organizational Behaviour Foundations of individual behaviour,
- 3.4. Diversity, Micro Organizational behaviour - Personality, self-concept, self-esteem and Self-Efficacy; Attitudes, Perception, Power – types & structures.

4. Motivation (10 Hours)

- 4.1. Motivation- Types of motivation.
- 4.2. Theories of motivation, applications of motivation.
- 4.3. Transactional analysis - Johari window-self-fulfilling prophecy, Interpersonal relations understanding, determinants, and developing.
- 4.4. Leadership styles and influence process; leadership theories; types of leaders, and effective leader.
- 4.5. Group dynamics-, types of groups, group formation, Group decision making, Team Building.

5. Organizational culture (8 Hours)

- 5.1. Organizational culture or climate-concept,
- 5.2. Dimensions, ethos, determinants;
- 5.3. Organizational conflicts-concepts, sources, implications, and management; organizational changes - types, resistances to change, role of change agents.

Reference Book:

- Organizational Behavior, Fred Luthans 1998. Tata McGraw Hill.
- Essentials of Management ,Harold Koontz & Keing Weigh rich.. McGraw-Hill.
- Human Behaviour at Work ,John W New strom & Keith Davis. 1997, Tata McGraw.
- Modern Business Administration ,Robert C Appleby. 1997., Macmillan India.
- Organizational Behaviour, Stephen P Robbins 2007, Prentice Hall.



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: I

Paper-105: Accounting and Costing

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

- The objective of this course is to expose the learner to the concept and methods of financial and management accounting.
- Focus will be on understanding techniques, uses and applications of financial and management accounting.

1. Financial Accounting

(10Hours)

- 1.1. Financial Accounting- Meaning, Need, Concepts and Conventions;
- 1.2. Branches of Accounting,
- 1.3. Internal and External Users of Accounting,
- 1.4. Advantages and Limitations of Financial Accounting, Accounting Standards.

2. The Double Entry System in Financial Accounting

(12Hours)

- 2.1. The Double Entry System- Its Meaning and Scope,
- 2.2. The Journal, Cash Book, Ledger, Trial Balance, Trading Account,
- 2.3. Profit and Loss Account, Balance Sheet, Entries and Adjustments of different heads in different Books and Accounts.
- 2.4. Introduction of Company Accounts.

3. Managing Accounting

(10 Hours)

- 3.1. Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting,
- 3.2. Analysis of Financial Statements-Ratios, Comparative and Common Size Statements,
- 3.3. Cash Flow and Funds Flow Analysis, Management Audit and Financial.

4. Cost Accounting

(8 Hours)

- 4.1. Cost Accounting – Nature, Course Objective, Significance of Cost Accounting;
- 4.2. Classification of Cost, Costing for Material, Labour, and Overheads;
- 4.3. Marginal Costing and cost volume profit Analysis- Its Significance, Uses and Limitations;
- 4.4. Standard Costing– Its Meaning, Uses and Limitations; Determination of Standard Cost, Variance Analysis Material, Labour and Overhead.

5. Responsibility Accounting

(8 Hours)

- 5.1. Responsibility Accounting- Its Meaning and Significance, Cost, Profit and Investment Centers,
- 5.2. Accounting for Price Level Changes- Concepts, CPP and CCA Methods.
- 5.3. Budget and Budgetary Control- It's Meaning, Uses and Limitations,
- 5.4. Budgeting and Profit Planning, Different Types of Budgets and their Preparations,
- 5.5. Sales Budget, Purchase Budget, Production Budget, Cash Budget, Flexible Budget,
- 5.6. Master Budget, Zero Based Budgeting.

Reference Book:

- Horngren. 2008. Introduction to Financial Accounting. 8th Ed. PearsonEdu.
- Khan MY & Jain PK. 2004. Management Accounting. Tata McGrawHill.
- Maheshwari SN &Maheshwari SK. 2003. Financial Accounting. 3rd Ed. VikasPubl.House.



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: I

Paper-106: Retail Marketing of Agriculture

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective:

- Student will know marketing & retailing policies of agriculture to sustain in the market.
- The present course aims at familiarizing the participants with various aspects of economic, social, political and cultural environment of India.
- This will help them in gaining a deeper understanding of the environmental factors influencing Indian business enterprises. Also a exposure to environmental management and ecological issues is oriented in the course.

1. Introduction of Agriculture and agricultural products (12 Hours)

- 1.1. Introduction of Agriculture and agricultural products (including agriculture, Horticulture, sericulture, floriculture)
- 1.2 Agricultural Marketing
- 1.3 Role of marketing - Concepts - Goods and services
- 1.4 Movement of product from farm to consumer –Middlemen – Moneylenders
- 1.5. Types of agricultural markets (basic classification).

2. Basic structure and facilities of an agricultural market (10 Hours)

- 2.1 Primary, secondary and tertiary markets–Functioning of Market Yards
- 2.2. Market information, Government market policies and regulations
- 2.3. Contract farming
- 2.4. Government Apps for marketing of agriculture products.
- 2.5. Dissemination of market information and role of ICT.
- 2.6. Marketing - Mix- Product element
- 2.7. Place element- Promotion element. Selection of target market.

3. Retailing (10 Hours)

- 3.1. Overview of retailing: Definition, Scope, Role and Functions of retailers,
- 3.2. Advantages of Retailing, Organized and Unorganized Retailing,
- 3.3. Drivers of agro retail chain in India, Emerging Trends in Retailing in India,
- 3.4. Role of Retail in Nation's Economy.
- 3.5. Modern Retail Formats in Agriculture Direct Selling, Direct Marketing,
- 3.6. Catalogue Marketing, Tele Marketing

4. Services Associated with agriculture (8 Hours)

- 4.1. Services Associated with agriculture.
- 4.2. Processing of Agricultural Products,
- 4.3. Agricultural Marketing Agricultural Retailing,
- 4.4. Agricultural Finance, and HRM in agri business.
- 4.5. Market implications of new retail developments, value chain and value additions across the chain in Agro retail, Agro service marketing.

5. Managing Retail Operations (8 Hours)

- 5.1. Managing Retail Operations,
- 5.2. Managing Retailers' Finances, Merchandise buying and handling,

5.3. Merchandise Pricing, Logistics, procurement of Agricultural products and handling transportation of Agricultural Products.

Reference Books:

- Agricultural Marketing in India ,S. S. Acharya & N.L. Agarwal, Oxford and IBH Publications
- Rural Marketing in India ,K.S .Habeb & Ur Rahman , Himalaya publishing
- Agricultural Marketing in India ,S.S. Chinna, KALYANI publishers
- Retail Marketing Management, David Gilbert, Pearson Publication
- Retail Management, Arif Sheikh, Himalaya Publishing
- Retail Management: A Strategic Approach, Berman& Evans. 2008.10th Ed, Prentice Hall of India



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: I

Paper-107: Operations Management

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

- To give brief Introduction to the field of Operations Management
- To get basic knowledge of Materials & Inventory Management
- To create strong foundation for further studies in the field of Operations & Materials management
- To prepare students to undertake practical assignments and projects in the operations management

- 1. Nature and Scope of Production and Operations Management** **(10 Hours)**
 - 1.1. Nature and Scope of Production and Operations Management; its relationship with other Systems in the Organization;
 - 1.2. Factors Affecting System location,
 - 1.3. Types of Manufacturing Systems and Layouts,
 - 1.4. Layout Planning and Analysis.
- 2. Productivity Variables and Productivity Measurement** **(12 Hours)**
 - 2.1. Production Planning and Control,
 - 2.2. Mass Production,
 - 2.3. Batch Production,
 - 2.4. Job Order Manufacturing,
 - 2.5. Product Selection, Product Design and Development,
 - 2.6. Process Selection, Capacity planning.
- 3. Scheduling, Maintenance Management Concepts** **(10 Hours)**
 - 3.1. Scheduling, Maintenance Management Concepts
 - 3.2. Work Study,
 - 3.3. Method Study,
 - 3.4. Work Measurement, Work Sampling,
 - 3.5. Work Environment, Industrial Safety,
- 4. An Overview of Material Management** **(8 Hours)**
 - 4.1. Determination of Material Requirement,
 - 4.2. Purchase Management,
 - 4.3. Store Management,
 - 4.4. Logistics management, Material Planning and inventory management,
 - 4.5. JIT, Safety Management.
- 5. Quality Assurance** **(8 Hours)**
 - 5.1. Quality Assurance,
 - 5.2. Accepting Sampling, Statistical Process Control,
 - 5.3. Total Quality Management, ISO standards and their Importance,
 - 5.4. Introduction to re- engineering, value Engineering.

Reference Book:

- Production and Operations Management Concepts, Adam & Ebert. 2006.
- Models and Behaviour. 5th Ed. Prentice Hall of India.
- Modern Production/Operations Management. ,Buffa ES. 2008., Wiley India.
- Operations Management., Stevenson WJ. 2005. Tata McGraw-Hill

North Maharashtra University, Jalgaon



(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: I
Paper- AC101 Practicing Cleanliness (Audit Course)
Total Marks: 100

Required Lectures: 30 hours

Objective:

- To make students aware of Clean India Mission and inculcate cleanliness practices among them.

Course Outcomes: On completion of this course, the student will be able to:

1. Identify need at of cleanliness at home/office and other public places.
2. Plan and observe cleanliness programs at home and other places.
3. Practice Japanese 5-S practices in regular life.

Syllabus:

1. Awareness program on:
 - a. Swachh Bharat Abhiyan (Clean India Mission)
 - b. Clean Campus Mission
 - c. Role of youth in Clean India Mission
2. Cleaning activities inside and surroundings of Institute building.
3. Tree plantation and further care of planted trees.
4. Waste (Liquid/Solid/e-waste) Management, Japanese 5-S practices.
5. Planning and execution of collection of Garbage from campus / society.
6. Role of youth in power saving, pollution control, control of global warming, preservation of ground water and many more issues of national importance.
7. Cleanest Institute / Department and Cleanest Hostel contests.
8. Painting and Essay writing competitions.

**M.B.A.(Agri Business Management
/Entrepreneurship)**

(Year 2021-22) SEMESTER –II

(60-40 pattern)

SEMESTER –II



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: II

Paper-201: Agriculture Environment and Policy

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48hours

Objective

- To expose learners to the environment in which the agri-business is conducted.
- Focus will be on understanding micro and macro environmental forces and their impact on agri-business.

1. Agriculture in Indian economy

(12 Hours)

1.1 Role of agriculture in Indian economy.

1.2 Problems and policy changes relating to farm supplies, farm production, agro processing, agricultural marketing, agricultural finance etc. In the country.

2. Structure of agriculture

(10 Hours)

2.1 Structure of agriculture - linkages among sub-sectors of the agribusiness sector;

2.2 Economic reforms and Indian agriculture;

2.3 Impact of liberalization, privatization and globalization on Agri business sector.

3. Emerging trends

(8 Hours)

1.1 Emerging trends in production, processing, marketing and exports.

1.2 Policy controls and regulations relating to the industrial sector with specific reference to agro-industries.

4. Agribusiness policies

(10 Hours)

4.1 Agribusiness policies- concept and formulation.

4.2 New dimensions in agri business environment and policy.

5. Pricing System

(8 Hours)

5.1 Agricultural price and marketing policies

5.2 public distribution system and other policies.

Reference Book:

- Economic environment of business, Adhikary m. 1986, S. Chand & sons.
- Essentials of business environment, Aswathappa k. 1999. Himalaya publ.
- Business environment, Francis Cherunilam 2003., Himalaya publ.



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER:II

Paper-202: Computer Fundamentals

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48hours

Objective

- The objectives of this course include developing an appreciation of various software, hardware and communication systems available in the industry among the students.
- The capture, storage, management and retrieval of organizational data are essential to provide information necessary for effective decision making. Therefore managers require computer skills to enable them perform their duties effectively.

1. Basics of Computers

(10 Hours)

- 1.1 Introduction to computers basics-hardware & software, types of software, computers basics-hardware & software, types of software, operating system features, operating system as manager, application programs & packages, system security, virus, types of virus, Antivirus, fire-wall
- 1.2 Introduction to is-TPS, MIS, DSS, ELS & enterprise information systems
- 1.3 Computer buying-decisions
- 1.4 Tapping information library-searching skills, Search & browse skills using internet,
- 1.5 Web page (html, forms) basics - working with html tags, colors, hyperlinks, unordered lists, definition lists, marquee, tables, forms
- 1.6 Websites, web servers, web hoisting & email basics
- 1.7 Effective use of blogs, forums from a business perspective
- 1.8 Internet as collaboration tool –cloud computing
- 1.9 E-commerce understanding of e-commerce, generation of ecommerce, need & importance of e-commerce, application of ecommerce

2. Information Processing- Analyses Skills

(10 Hours)

- 2.1 Excel basics-spreadsheet, range, formulas, functions, charts
- 2.2 Excel as analyses tool - understand 'what if analysis, use of solver and scenario manager & pivot tables to analyze data.
- 2.3 Excel built-in functions- commonly used functions from date & time, logical, financial,
- 2.4 Statistical function groups
- 2.5 Databases at your fingertips
- 2.6 Basic concepts, database management system architecture, relational database concepts
- 2.7 Manage a database list in MS access by sorting, finding and summarizing data.

3. Presentation & Reporting

(12 Hours)

- 3.1 MS power point basics.
- 3.2 Using power point templates and slide layouts.
- 3.3 Slide transition and animation.
- 3.4 Presentation views and slide show.
- 3.5 Creating a business plan using built- in templates

4. Documentation Basics

(8 Hours)

- 4.1 MS word basics, formatting text and documents, working with header footer, tables, mail merge, using built-in document templates
- 4.2 Communication workshop
- 4.3 MS outlook basics, email account settings management

4.4 Mail merge using MS Excel as data source and Outlook as email client

5. Data Communication

(8 Hours)

5.1 Computer networks (LAN, MAN, WAN),

5.2 Network hardware

5.3 Reference model, transmission mode, transmission media (guided, unguided)

Reference Book:

- Working with MS Office, Tata McGraw Hill
- Office 2007 Bible, John Walkenbach, Wiley India
- Fundamentals of database management system, Renuvig, Ektawalo, Indian Society of Technical Education
- Networking, by Joseph Rlevy
- Mastering in HTML, Ray & Ray, BPB Publication
- The Antivirus Book - Saumil Ushah
- E-commerce strategies - Charles Trepper,



North Maharashtra University, Jalgaon
(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: II

Paper-203: Research Methodology in Business Management

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

- The objective of this course is to develop an understanding of research methodology.
- The focus will be on process and techniques of research.

1. Research Methodology

(8 Hours)

- 1.1. Meaning, Course Objective, types, and process of research.
- 1.2. Research methodology in management exploratory, descriptive, experimental, diagnostic, Problem formulation, setting of Course Objective, formulation of hypotheses.

2. Scales of measurement

(10 Hours)

- 2.1. Scales of measurement - nominal, ordinal, interval, ratio, Likert scale and other scales.
- 2.2. Primary and secondary data, sources of data, instruments of data collection, data editing, classification, coding, validation, tabulation, presentation, analysis.

3. Sampling

(12 Hours)

- 3.1. Concept of Sampling, Probability and non-probability sampling techniques including Simple Random Sampling Stratified Sampling, Multi-stage Sampling, Systematic Sampling, Purposive Sampling
- 3.2. Quota Sampling, judgment sampling, and convenience sampling, sample size determination, Sampling and non-sampling errors.

4. Quantitative techniques –I

(10 Hours)

- 4.1. Role and uses of quantitative techniques in business decision making.
- 4.2. Use of Equations, Use of Determinants and Matrices in business decisions, Frequency Distribution, Measures of central Tendency, Measures of Variation, Skewness and Kurtosis, Simple, partial, and multiple correlation' rank correlation, simple and multiple regression, Discriminant and dummy variable analysis.

5. Quantitative technique –II

(8 Hours)

- 5.1 Index Numbers, Hypothesis testing.
- 5.2 ANOVA, Factor analysis, cluster analysis, conjoint analysis, and multidimensional analysis etc., 5.3 Report writing: Types of report, essentials and contents of good report writing.

Reference Book:

- Cooper DR & Schindler PS. 2006. Marketing Research concepts and cases' Tata McGraw Hill.
- Green PE, Tull DS &Albaum G. 1998. Research for Marketing Decisions. Prentice Hall of India.
- Kothari CR. 1989. Research Methodology' Wiley Eastern'
- Wilkinson & Bhandarker 1989. Research Methods in social sciences' Himalaya Publ' House.



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: II

Paper-204: Financial Management

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

- The course aims to make students proficient in concepts and techniques of financial management.
- Focus will be on developing understanding of the application of Financial and investment decisions.

1. Financial Management (8 Hours)

- 1.1 Introduction to Financial Management
- 1.2 Meaning and functions, Interface of financial management with other functional areas of a business.
- 1.3 Financial Statements and Analysis - Proforma Balance Sheet and Income Statements, ratio, common size
- 1.4 Du-Pont analysis.

2. Capital Structure (8 Hours)

- 2.1 Meaning, Determinants of size and composition of Capital Structure
- 2.2 Capital Structure Theories; Long term financing and Cost of Capital.

3. Working Capital Management (12 Hours)

- 3.1 Meaning, Determinants and Composition of Working Capital,
- 3.2 Cash and receivables management
- 3.4 Working Capital Management Theories
- 3.5 Financing of Working Capital.

4. Financial Planning and Forecasting (10 Hours)

- 4.1 Financial planning and Forecasting
- 4.2 Financial planning for mergers & acquisition
- 4.3 Capital Budgeting
- 4.4 Undiscounted and Discounted cash flow methods of Investment Appraisal
- 4.5 Hybrid finance and lease finance.

5. Indian and International Financial Management (10 Hours)

- 5.1 Business Financing System in India
- 5.2 Money and Capital Markets
- 5.3 Venture capital financing and its stages, micro finance
- 5.4 International financial management.

Reference Book:

- Financial Management, Chandra P. 2000, Tata McGraw-Hill.
- Financial Management: Text, Problems and Cases, Khan MY & Jain PK. 2004, Tata McGraw-Hill.

- Financial Management Pandey IM. 1997.. Vikas Publ. Ramachandran
- Financial Accounting for Management. & Kakani RK.2005. Tata McGraw-Hill.
- Financial Management and Policy, Van Horne JC. 1997, Prentice Hall.



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: II

Paper-205:- Human Resource Management

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective:

- The objective of this course is to expose the learner to the field of human resource Management.
- The focus will be on human resource practices and their utility for Managers.

1. Introduction to human resources management (12 Hours)

- 1.1 Introduction to human resources management
- 1.2 Human resource planning- nature and Significance, job analysis, job description, job specification, job enlargement, job Enrichment, job rotation, job evaluation.

2. Recruitment and Selection (08 Hours)

- 2.1. Recruitment and Selection Process, Induction, Training
- 2.2. Human Resource Development- Nature, Significance, Process and Techniques, Internal Mobility Including Transfers, Promotions, Employee Separation.

3. Performance Appraisal (10 Hours)

- 3.1. Performance Appraisal – Significance and Methods
- 3.2. Compensation Management, Wage and Salary Administration - Course Objective; Wage Fixation; Fringe Benefits, Incentive Payment, Bonus, and Profit Sharing.

4. Industrial Relations (08 Hours)

- 4.1. Industrial Relations-Role and Status of Trade Unions
- 4.2. Collective Bargaining; Worker's Participation in Management
- 4.3. Career Planning and Employee Retention.

5. Grievance Management (10 Hours)

- 5.1. Quality of Work Life, Employee Welfare Measure, Disputes and Grievance Handling Procedures
- 5.2. Arbitration And Adjudication; Health And Safety Of Human Resources; Human Resources Accounting, Human Resources Outsourcing.

Reference Book:

- Human Resource Management, Ashwathapa K. 1997, Tata McGraw.
- Personnel, Management Flippo Eb. 1984. McGraw-Hill.
- Human Resource Management, Garry D. 2001.. 7th Ed., Prentice-Hall Of India.
- Personnel Management, Mamoria Cb. 1996, Himalaya Publ.House.
- Essentials of Human Resource Management And Industrial Relations, Subba Rao P. 2004.. Himalaya Publ.House.



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: II

Paper-206: Digital and Social Media Marketing
60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

- This course will acquaint the learners to create a structured digital marketing plan and budget.
- To identify the correct measures to set objectives and evaluate digital marketing Students will be able to identify the importance of the Social media marketing for marketing success
- To manage customer relationships across all social & digital channels and build better customer relationships

1. Introduction & origin of Digital Marketing. (10 Hours)

- 1.1 Traditional v/s Digital Marketing.
- 1.2 Digital Marketing Strategy, the P-O-E-M Framework, Segmenting & Customizing Messages.
- 1.3 The Digital landscape, Digital Advertising Market in India.
- 1.4 Skills required in Digital Marketing.
- 1.5 Digital Marketing Plan.

2. Social Media Marketing (12 Hours)

- 2.1 Social Media Marketing: Meaning, Purpose, types of social media websites.
- 2.2 Blogging: Types of blogs, Blogging platforms & recommendations. Social Media Engagement, Target audience, Sharing content on social media, Do's and don'ts of social media.
- 2.3 Search Engine Optimization: Meaning, Common SEO techniques, Understanding Search Engines, basics of Keyword search, Google rankings, Link Building, Steps to optimize website.
- 2.4 Basics of Email Marketing: Types of Emails, Mailing List, Email Marketing tools, Email Deliverability & Email Marketing automation

3. Understanding Web Analytics (8 Hours)

- 3.1 Purpose, History, Goals & objectives, Web Analytic tools & Methods.
- 3.2 Web Analytics Mistakes and Pitfalls.
- 3.3 Basics of Content Marketing: Introduction, Content marketing statistics, Types of Content, Types of Blog posts, Content Creation, Content optimization, Content Management & Distribution, Content Marketing Strategy, Content creation tools and apps, Challenges of Content Marketing.

4. Introduction to Social Media Marketing (8 Hours)

- 4.1 The Role of Social Media Marketing, Identifying Target Audiences, Rules of Engagement for SMM, overview of Digital Marketing
- 4.2 Social media Channels: Types and models, Social media benefits and applications. Social media marketing framework.
- 4.3 Consumer behavior on the Internet: Basics, evolution of the digital consumer, managing consumer demand & IMC

5. Social media marketing campaign

(10 Hours)

- 5.1 Elements of marketing campaigns, implementing social media marketing campaigns, budgeting.
- 5.2 Managing social media marketing revenue: social media marketing revenue sources, managing service delivery and payments.
- 5.3 Social media execution, campaign analytics

Reference Book:

- Digital Marketing: Cases from India by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc
- Digital Marketing by Seema Gupta, McGraw Hill Education
- Social media marketing by Dan Zarella, O'Reilly.
- Social Media Marketing by R Solomon and Tracy, Pearson New International Edition
- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, by Ryan, D. (2014) Kogan Page Limited.



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: II

Paper-207: Supply Chain and Logistics Management
60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

- To study the supply chain management in operations management.
- To study the role of information technology in SCM.
- To study the role of logistic management in operations management

1. Supply chain (10 Hours)

- 1.1. Supply chain: changing business environment; SCM: present need; conceptual model Of supply chain management;
- 1.2. Evolution of SCM; SCM approach; traditional agri. Supply chain management approach; modern supply chain management approach; Elements in SCM.

2. Demand management in supply chain (12 Hours)

- 2.1 Demand management in supply chain: types of demand
- 2.2 Demand planning and forecasting
- 2.3 Operations management in supply chain, basic principles of manufacturing management.

3. Purchase Management (08 Hours)

- 3.1 Procurement management in agri.
- 3.2 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

4. Logistics Management (10 Hours)

- 4.1 The principles of logistics: definitions and significance of logistics.
- 4.2 Logistical system of services elements of logistics, distinction between procurement logistics, production logistics and distribution logistics, service level, logistics and corporate strategy
- 4.3 Supply chains and networks.

5. Logistics systems (08 Hours)

- 5.1. Logistics systems: logistical infrastructure, basic terminology, types and functions
- 5.2. Transport infrastructure and superstructure, transport routes and transport networks
- 5.3. Logistics real estate, logistics parks, and freight villages, information infrastructure and communication infrastructure, telecommunication infrastructure, satellite systems and satellite navigation

Reference Book:

- Supply chain logistics management by Donald bowers ox, David Closs, M Bixby Cooper, Tata McGraw-Hill.
- Introduction to Materials management by J.R. Tony Arnold, Stephen Chapman, Ramkrishnan, Pearson.

- Supply chain and logistics management: concepts, methodologies, tools, and applications, by information resources management association,
- Supply chain management: concepts and cases by Altekarrv. 2006. Prentice hall of India.
- Purchasing and supply chain management by Monczka R, Trent R & Handfield R. 2002.. Thomson Asia.



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: II

Paper- AC201 Soft Skills (Audit Course)

Total Marks: 100

Required Lectures: 30 hours

Objective: • To develop skills essential for success in personal and professional life

Course Outcomes:

By the end of the course, students shall be able to:

1. Understand the significance and essence of a wide range of soft skills.
2. Learn how to apply soft skills in a wide range of routine social and professional settings.

Syllabus:

1. Soft Skills: An Introduction – Definition and Significance of Soft Skills; Process, Importance of Soft Skill Development
2. Developing Positive Thinking and Attitude; Driving out Negativity;
3. Etiquette and Manners – Social and Business.
4. Time Management – Concept, Essentials, Tips.
5. Emotional Intelligence: Meaning, History, Features, Components, Intrapersonal and Management Excellence; Strategies to enhance Emotional Intelligence.

**M.B.A.(Agri Business Management
/Entrepreneurship**

(Year 2022-23) SEMESTER –III

(60-40 pattern)

SEMESTER –III



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: III

Paper-301: Strategic Management

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objectives:

To equip students with the core concepts, frameworks, and techniques of Strategic management.

1. Strategic Management and Strategic Intent (10 Hours)

- 1.1. Introduction to Strategic Management- Evolution, Concept, Phases & Benefits of Strategic Management.
- 1.2. Nature, Characteristics of Strategic Intent
- 1.3. Formulation of-Vision, Mission, Goals & Objectives,
- 1.4. Levels of Strategic Management.

2 Strategy Formulation (12 Hours)

- 2.1. Environmental & Organizational Appraisal
- 2.2. Concept, Reducing Carbon Emission, Environment appraisal
- 2.3. SWOT and PESTLE Analysis
- 2.4. Environmental Scanning-Competitive intelligence
- 2.5. Organizational appraisal - Capability factors, Value chain analysis (Industry& Corporate)
- 2.6. Corporate & Business Level Strategies
- 2.7. Types- Expansion, Stability, Retrenchment and combination, Integration Diversification Strategies
- 2.8. Porter's Generic Business Strategies
- 2.9. Strategies for Different Industry conditions (Industry Life Cycle Analysis)

3. Strategic Analysis and Choice (08 Hours)

- 3.1. Selecting the best Strategy, Process of Strategic Choice
- 3.2. Strategic Analysis- Corporate Portfolio Analysis- BCG Product Portfolio and GE Nine Matrix Cell, Competitor Analysis
- 3.3. Industry Analysis- Porter five forces analysis

4. Strategy Implementation (10 Hours)

- 4.1. Procedural Implementation & Resource Allocation
- 4.2. Behavioral Implementation-Strategic Leadership.
- 4.3. Structural Implementation - Interrelationship of Structure and Strategy, structures for business and Corporate Strategies
- 4.4. Functional Implementation.

5. Strategy Evaluation and Control (08 Hours)

- 5.1. Strategic Evaluation- Nature, Importance and Barriers
- 5.2. Strategic Control and Operational Controls.
- 5.3. Techniques of Strategic Evaluation and Control

6. Case Studies:

Comprehensive Cases on various strategic situations and at least 10 cases based on application of strategic management must be discussed & solved.

Reference Book:

- Strategic Management and Business Policy by Azar Kazmi, The McGraw-Hill
- Strategic Management 4 e by - Burgelman , McGraw-Hill
- Strategic Management by Dess, Kim - McGraw-Hill
- Business Policy and Strategic Management : Concepts and Applications by Vipin Gupta, Kamala Gollakota, R. Srinivasan -Prentice Hall India
- Concepts in Strategic Management and Business Policy by Thomas L. Wheelen, J. David Hunger, Wheelen Thomas L.-Pearson
- Strategic Management by P.Subba Rao – Himalaya Publishing House.
- Strategic Management by Kachru McGraw-Hill



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: III

Paper-302: Business Law

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objectives:

- To provide the Basic knowledge about the Company.
- To increase the Understanding level of Individual about rights as a Consumer.
- To aware about the basic terms in the field of Information Technology.
- To provide the practical aspects in the light of case study.

1. The Consumer protection Act, 1986 (12 Hours)

- 1.1. Definition: Appropriate laboratory, complainant, complaint, consumer, consumer dispute.
- 1.2. Who is consumer
- 1.3. who can make a complaint
- 1.4. Unfair Trade practices
- 1.5. Restrictive Trade Practices
- 1.6. Medical services and the consumer protection Act, 1986
- 1.7. Consumer Protection Councils 1.8. Consumer Dispute Redressal Agencies

2. The Company Law – Companies Act 2013 (12 Hours)

- 2.1. Definition, characteristics ,& types of company
- 2.2. Setting up of a company
 - 2.2.1. Incorporation of company: Promoter & Pre incorporation contract
 - 2.2.2. Prospectus & public offer
 - 2.2.3. Shares, share capital , debentures
- 2.3. Management & Administration
 - 2.3.1. Directors: - Types, Duties & Liability, Responsibilities
 - 2.3.2. Corporate Social Responsibility
- 2.4. MOA & AOA: - Meaning & Content
- 2.5. Winding up of the company & its types

3. Cyber laws – Information Technology Act 2000 (12 Hours)

- 3.1. Objectives & scheme of the IT Act 2000
- 3.2. Digital signature – i) meaning ii) Authentication of electronic records – Asymmetric Crypto system , Electronic records , Key pair , Private key , Public Key
- 3.3. Electronic Governance –
 - 3.3.1. Legal recognition of electronic records & digital signature
 - 3.3.2. Use of electronic records & digital signature in Government & its signature
 - 3.3.3. Retention of Electronic Records
 - 3.3.4. Powers to make rules by central government in respect of digital signature
 - 3.3.5. Definitions of – Information , electronic form , Computer , Computer network , Computer resources , Computer system , Data & functions.
 - 3.3.6. Meaning of certifying authority under the act

4. Right to Information Act 2005 (6 Hours)

- 4.1. Important theme w.r.t. Citizen, information & public authority
- 4.2. Enforcement and Penalty under act
- 4.3. Right of Third Party

5. Arbitration

(6 Hours)

- 5.1. What is Arbitration & Conciliation
- 5.2. Arbitration Agreement
- 5.3. Appointment of Arbitrator
- 5.4. Arbitration Proceedings
- 5.5. Arbitral Tribunal
- 5.6. Arbitral Award
- 5.7. New York convention Awards
- 5.8. Geneva Convention Awards

6. Case studies in Indian commercial laws – Typical case based on above topics only

Reference Book:

1. Mercantile & Commercial Laws by Rohini Aggrawal – Taxman Publication
2. Legal Aspects of Business – Albuquerque – Oxford University Press
3. Legal Aspects of Business by Akhileshwar Pathak – Tata McGraw Hill
4. Business Regulatory Framework by Das – Oxford University Press
5. Legal Aspects of Business by R.R.Ramtirthkar – Himalaya Publishing House
6. Elements of Merchantile Laws by N.D. Kapoor – Sultan Chand & Sons
7. Business law by Bulchandani - Himalay



North Maharashtra University, Jalgaon
(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: III

Paper-303: Computer Application & Information system
60 +40 Pattern External Marks 60+InternalMarks 40 =Maximum Total Marks: 100

Required Lectures: 48 hours

Objective:

- The course objective is to acquaint the students with the knowledge and use of computers and simple applications of computers in managerial decisions. Effort will also be made to provide them an orientation about the increasing role of computers in corporate/business world.

1 Introduction to Computer and Problem Solving

(10 Hours)

- 1.1. Introduction to Computer and Problem Solving-
- 1.2. Information and Data Hardware-CPU, Primary and Secondary storage,
- 1.3. I/O devices, Bus structure, Computer Peripherals- VDU, Keyboard, Mouse, Printer. Software and Types of Software,
- 1.4. Programming Languages- Machine Language, Assembly Language, High Level Language, Object Oriented Language.

2. Introduction to networks and internet

(12 Hours)

- 2.1. History, working of Internet,
- 2.2. Modes of connecting to internet, ISPs,
- 2.3. Internet address, standard address, domain name, Modems
- 2.4. World Wide Web- Introduction, Miscellaneous Web Browsers details,
- 2.5. Searching the www Directories search engines and meta search engines,
- 2.6. Search fundamentals, search engines, working of the search engines, Telnet and FTP.

3. Information Technology

(8 Hours)

- 3.1. Concept, applications, advantages and prerequisites,
- 3.2. Choice of information technology,
- 3.3. Information needs of organization,
- 3.4. Types/classification of information system for organizations,
- 3.5. Security, privacy and ethical issues in information systems and internet

4. Introduction to emerging trends of technology

(10 Hours)

- 4.1. Expert system, knowledge management,
- 4.2. A.I. data mining, data warehousing,
- 4.3. E-CRM, software development life cycle and models

5. Data and Information

(08 Hours)

- 5.1. Data Definition, Data Processing Systems, Data Type Numeric,
- 5.2 Alphabetic, Audio, Graphic, and Video and Their Presentation;
- 5.3. Data Processing- Introduction to Data Processing,
- 5.4. Computer as a Tool for Data Processing, Data Processing Cycle,
- 5.5. Data Processing Techniques, Data Analysis, Data Inputs and Outputs,
- 5.6. Data Processing Management, Data Security.

Reference Book:

- Computer Organization & Architecture –Designing & Performance by William Stallings, Prentice Hall of India.
- Internet 101 Computing by Alfred Glkoss Brenner- MGH,1996
- Information Technology for Management by Lucas. 2004.. McGraw-Hill.
- Introduction to Computers by Norton P. 1998.. 2nd Ed. Tata McGraw-Hill.
- Introduction to information Technology by Rajaraman V. 2006., Prentice Hall of India.

SPECIALISATION - A –PRODUCTION AND PROCESSING MANAGEMENT



North Maharashtra University, Jalgaon
(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: III

Paper-304-A: Fertilizer Technology and Management

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective:

- The objective of this course is to acquaint the students in latest advances in fertilizer technology management.

1. Fertilizer development

(12 Hours)

- 1.1. Concept, scope, need, resource availability;
- 1.2. Import and export avenues for fertilizer;
- 1.3. Types of fertilizers, grading and chemical constituents,
- 1.4. Role of fertilizers in agricultural production, production and consumption of fertilizer in India.

2. Raw material & manufacturing of nitrogenous

(10 Hours)

- 2.1., Raw material needed and principles of manufacturing of nitrogenous
- 2.2. Phosphate and potassic fertilizers,
- 2.3. Secondary nutrient sources and micro-nutrient formulations.

3. Production efficiency and capacity utilization

(10 Hours)

- 3.1. Production efficiency and capacity utilization quality control and legal aspects
- 3.2. Fertilizer control order.

4. Testing

(08 Hours)

- 4.1. Testing facilities; constraints in fertilizer use and emerging scenario of fertilizer use;
- 4.2. Assessment of demand and supply of different fertilizers, fertilizer distribution, fertilizer storage.

5. Field trials and demonstration

(08 Hours)

- 5.1. Fertilizer pricing policy;
- 5.2. Scope of bio-fertilizer;
- 5.3. Environmental pollution due to fertilizer use.

Reference Books:

- The Nature and Properties of Soils by Brady NC & Weil RR. 2002.. 13th Ed. Pearson Edu
- Fertilizer Control Order (different years) by Fertilizer Association of India, New Delhi.
- Fertilizer Statistics (different years)by 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
- Soil Fertility and Fertilizers by Tisdale SL, Nelson WL, Beaton JD & Havlin JL. 2002.. 5th Ed. Prentice Hall.



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: III

Paper-305-A: Seed Production Management

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective:

- To expose students to the seed technology
- To focus on growing of different types of seeds
- Seed Marketing; GM Crop seed, IPR, PBR
- Study about Seed legislation and seed law enforcement

1. Seed Development

(10 Hours)

- 1.1 Introduction: Seed as basic input in agriculture;
- 1.2. Seed development in cultivated plants;
- 1.3. Seed quality concept and importance of genetic purity in seed production;
- 1.4. Types of cultivars, their maintenance and factors responsible for deterioration;
- 1.5. Seed production in self and cross pollinated crops.

2. Mode of pollination and reproduction in crop plants

(12 Hours)

- 2.1. Mode of pollination and reproduction in crop plants and their modification in relation to hybrid seed production.
- 2.2. Principles of hybrid seed production, isolation distance, synchronization of flowering, rouging etc.
- 2.3. Male sterility and incompatibility system in hybrid seed production, role of pollinators and their management.

3. Seed multiplication ratios

(10 Hours)

- 3.1. Seed multiplication ratios, seed replacement rate, demand and supply;
- 3.2. Suitable areas of seed production and storage, agronomy of seed production
- 3.3. Agro climatic requirements and their influence on quality seed production;
- 3.3. Generation system of seed multiplication; maintenance of Nucleus seed, production of Breeder, Foundation and Certified seed– criteria involved; life span of a variety and causes for its deterioration; certification standards for self, cross pollinated and vegetative propagated crops.

4. Hybrid Seed

(8 Hours)

- 4.1. Hybrid Seed - Methods of development of hybrids;
- 4.2. Use of male sterility and self- incompatibility and CHA in hybrid seed production; one, two and three line system;
- 4.3. Maintenance of parental lines of hybrids; planning and management of hybrid seed production technology of major field crops and vegetables.

5. Planning of seed production for different classes of seeds

(8 Hours)

- 5.1. Planning of seed production for different classes of seeds for self and cross-pollinated crops, Seed quality control system and organization,
- 5.2. Seed village concept; Seed production agencies,
- 5.3. Seed industry and custom seed production in India.

Reference Book:

- Seed Technology by Agarwal RL. 1997, 2nd Ed., Oxford &IBH.
- Practical Manual of Floral Biology of Crop Plants by Chhabra AK. 2006.. Dept. of Plant Breeding CCS HAU, Hisar.
- Seeds Handbook by Desai BB. 2004.. Marcel Dekker. Kelly AF. 1988.
- Seed Production of Agricultural Crops.by Longman.
- . Seed Production: Principles and Practices by McDonald MB Jr & Copeland LO. 1997. Chapman &Hall.



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: III

Paper-306-A: Management of Horticulture & Floriculture
60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objectives:

- The subject will impart knowledge regarding agro-techniques of fruit & flower crops and their post-harvest management.

1. Introduction to Horticulture

(12 Hours)

- 1.1. Horticulture: Definition, importance of horticulture in terms of economy, production.
- 1.2. Employment generation, environmental protection and human resource development
- 1.3. Divisions of horticulture with suitable examples and their importance, Area, production of Horticultural crops in India,
- 1.4. Fruit and vegetable zones of India, Export scenario and scope for Horticulture in India.

2. Classification Horticulture Crops

(10 Hours)

- 2.1. Classification of horticultural crops based on soil and climatic requirements,
- 2.2. Vegetable crop gardens & Nutrition and kitchen garden & tracer garden & vegetable forcing & market garden & roof garden,
- 2.3. Gardens in floriculture & flower gardens & soil and mixed gardens; landscape Horticulture

3. Fundamental of Floriculture

(10 Hours)

- 3.1. Introduction and scope; branches of industry Present situation & scope in India,
- 3.2. Environmental factors, ecological physiology, dormancy, growth regulators.
- 3.3 Cultivation under protection. - Garden implements and important operations,
- 3.4. Methods of propagation. - Time of Propagation.

4. Planting Materials and their Cultivation Practices

(8 Hours)

- 4.1. Importance of identification and classification.
- 4.2. Description of the categories of ornamental plants, lawns, pot plants, cut flower crops, bulbous plants, annuals and other bedding plants, rock garden plants and aquatic plants.
- 4.3. Cultural practices: soil and climate, land preparation and planting, manufacturing, irrigation and other intercultural operations. Control of insect pests, diseases and weeds.

5. Landscaping & Indoor Gardening

(8 Hours)

- 5.1. Importance and scope. History & styles of gardens, famous gardens.
- 5.2. Application of elements and principles. Features and components of gardens.
- 5.3. Home gardens and garden structures. Enrichment items and right lighting.
- 5.4. Soil, water and energy conservation through Landscaping, Selection of plants based on landscape

Reference Book:

- Principles of Horticulture by Prasad and Kumar, 2014 2 ND Edition Agri bios India
- Introduction to Horticulture by Kumar, N., 1990. Rajya Lakshmi Publications



North Maharashtra University, Jalgaon
(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: III

Paper-307-A: Food Technology and Processing Management
60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

- The objective of this course is to acquaint the students with different food processing techniques and their management. Contents

1. Introduction to Food Industry of India (10 hours)

- 1.1. Present status of food industry in India;
- 1.2. Organization in food industry;
- 1.3. Introduction to operations of food industry;
- 1.4. Deteriorative factors and hazards during processing, storage,
- 1.5. Handling and distribution.

2. Food Processing & Preservation (10 hours)

- 2.1. Basic principles of food processing
- 2.2. Food preservation by manipulation of parameters and factors
- 2.3. Food preservation by application of energy, radiations, and chemicals
- 2.4. Food preservation by biotechnological agents;
- 2.5. Packaging of foods.

3. Quality Management in Food Industry (12 hours)

- 3.1. Analysis of costs in food organization;
- 3.2. Risk management in food industry
- 3.3. Laws and regulations related to food industry
- 3.4. food production and marketing;
- 3.5. Quality management
- 3.6. Quality standards, PFA, ISO, etc.

4. Case studies on project formulation in various types of food industries (8 hours)

- 4.1. Milk and dairy products,
- 4.2. Cereal milling,
- 4.3. Oil-seed and pulse milling,
- 4.4. Sugarcane milling,
- 4.5. Honey production, baking, confectionery,
- 4.6. Oil and fat processing,

5. Fruits and vegetable storage and handling (8 hours)

- 5.1. Managing Fruits and vegetables
- 5.2. Processing of fruits and vegetables,
- 5.3. Egg, poultry, fish and meat handling and processing, etc.

Reference Book:

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

SPECIALISATION-B – MARKETING MANAGEMENT

North Maharashtra University, Jalgaon



(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: III

Paper-304-B: Rural Marketing

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

- To objective of this course is to develop understanding regarding issues in rural markets like marketing environment, consumer behaviour, distribution channels, marketing strategies, etc.

1. Concept and scope of rural marketing

(10 hours)

- 1.1. Nature and characteristics of rural markets,
- 1.2. Potential of rural markets in India,
- 1.3. Rural communication and distribution.

2. Environmental factors:

(8 hours)

- 2.1. Socio-cultural, economic, demographic, technological
- 2.2. Other environmental factors affecting rural marketing

3. Rural consumer's behaviour

(10 hours)

- 3.1. Behavior of rural consumers and farmers;
- 3.2. Buyer characteristics and buying behaviour;
- 3.3. Rural v/s urban markets,
- 3.4. Customer relationship management,
- 3.5. Rural market research.

4. Rural marketing strategy

(12 hours)

- 4.1. Marketing of consumer durable and non-durable goods
- 4.2. Services in the rural markets with special reference to product planning;
- 4.3. Product mix,
- 4.4. Pricing Course Objective,
- 4.5. Pricing policy and pricing strategy, distribution strategy.

5. Promotion and communication strategy

(8 hours)

- 5.1. Media planning,
- 5.2. Planning of distribution channels,
- 5.3. Organizing personal selling in rural market in India,
- 5.4. Innovation in rural marketing.

Reference Book:

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



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: III

Paper-305-B: Food Retailing Management

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

- The objective of this course is to assist students in understanding the structure and working of food marketing system in India, to examine how the system affects farmers, consumers and middlemen and to illustrate the response of this dynamic marketing system to technological, socio-cultural, political and economic forces over time.

1. Introduction to International Food market (10 hours)

- 1.1 India's Competitive Position in World Food Trade,
- 1.2 Foreign Investment in Global Food Industry,
- 1.3 Retail management and Food Retailing,
- 1.4 The Nature of Change in Retailing,
- 1.5 Organized Retailing in India,
- 1.6 E-tailing and Understanding food preference of Indian Consumer,
- 1.7 Food consumption and Expenditure pattern,
- 1.8 Demographic and Psychographic factors affecting Food Pattern of Indian Consumer.

2. Value Chain in Food Retailing (10 hours)

- 2.1. Principal trends in food wholesaling and retailing,
- 2.2. Food wholesaling,
- 2.3. Food retailing and the changing nature of food stores,
- 2.4. Various retailing formats, competition and pricing in food retailing,
- 2.5. Market implications of new retail developments,
- 2.6. Value chain and value additions across the chain in food retail,
- 2.7. Food service marketing.

3. 4 P's in Food Retail Management (12 hours)

- 3.1. 4P's in Food Retail Management:
- 3.2. Brand Management in Retailing,
- 3.3. Merchandise pricing,
- 3.4. Pricing Strategies used in conventional and nonconventional food retailing,
- 3.5. Public distribution system,
- 3.6. Promotion mix for food retailing,
- 3.7. Management of sales promotion and Publicity,
- 3.8. Advertisement Strategies for food retailers.

4. Managing Retail Operations (8 hours)

- 4.1. Managing Retailers' Finances,
- 4.2. Merchandise buying and handling,
- 4.3. Merchandise Pricing,
- 4.4. Logistics, procurement of Food products and Handling Transportation of Food Products.

5. Retail Sales Management

(8 hours)

- 5.1. Types of Retail Selling,
- 5.2. Salesperson selection,
- 5.3. Salesperson training,
- 5.4. Evaluation and Monitoring,
- 5.5. Customer Relationship Management,
- 5.6. Managing Human Resources in retailing,
- 5.7. Legal and Ethical issues in Retailing.

Reference Book:

- Retail Management: A Strategic Approach. Berman & Evans. 2008. 10th Ed. Prentice Hall of India.
- Retailing: An Introduction, Cox. 2006.. 5th Ed. Pearson Edu
- Retailing Management. Levy M & Weitz BW. 2004. 5th Ed. McGraw Hill.



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: III

Paper-306-B: Agri-supply Chain management
60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

- The course introduces students to the concepts and processes of agricultural supply chain management, framework for structuring supply chain drivers; network designs, demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain.
- Contents

1. Supply Chain

(12 hours)

- 1.1. Changing Business Environment;
- 1.2. SCM: Present Need;
- 1.3. Conceptual Model of Supply Chain Management;
- 1.4. Evolution of SCM;
- 1.5. SCM Approach;
- 1.6. Traditional Agri. Supply Chain Management Approach;
- 1.7. Modern Supply Chain Management Approach; Elements in SCM.

2. Demand Management in Supply Chain

(10 hours)

- 2.1. Types of Demand,
- 2.2. Demand Planning and Forecasting;
- 2.3. Operations Management in Supply Chain,
- 2.4. Basic Principles of Manufacturing Management

3. Procurement Management in Agri. Supply chain

(10 hours)

- 3.1. Purchasing Cycle,
- 3.2. Types of Purchases,
- 3.3. Contract/Corporate Farming,
- 3.4. Classification of Purchases Goods or Services,
- 3.5. Traditional Inventory Management,
- 3.6. Material Requirements Planning,
- 3.7. Just in Time (JIT), Vendor Managed Inventory

4. Logistics Management

(8 hours)

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

5. Concept of Information Technology

(8 hours)

- 5.1. IT Application in SCM;
- 5.2. Advanced Planning and Scheduling;
- 5.3. SCM in Electronic Business;
- 5.4. Role of Knowledge in SCM;
- 5.5. Performance Measurement and Controls in Agri. Supply Chain Management-

5.6. Benchmarking: introduction, concept and forms of Benchmarking.

Reference Book:

- Supply Chain Management: Concepts and Cases Altekar RV. 2006.. Prentice Hall of India.
- Purchasing and Supply Chain Management, Monczka R, Trent R & Handfield R. 2002.. Thomson Asia.
- Purchasing and Supply Chain Management Analysis, Planning and Practice, van Weele AJ. 2000. Vikas Publ. House



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: III

Paper-307-B: Management & Marketing of Agrochemical Industry
60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective:

To familiarize the students with the agrochemicals, their structure, classification and development and also how to manage the agro-chemical industries.

1. Agro-chemicals

(10 hours)

- 1.1. Definition and classification;
- 1.2. Basic knowledge of agrochemicals;
- 1.3. Role and status of agro-chemical industry in India;
- 1.4. Pesticides – Classification and Introduction, knowledge of different pesticides.

2. Insecticides

(10 hours)

- 2.1. Definition and classification based on (a) Mode of Entry (b) Mode of Action and (c) Chemical Structure with example;
- 2.2. Insecticidal formulation;
- 2.3. Preliminary knowledge of mode of action of insecticides;
- 2.4. Knowledge of plant protection equipment.

3. Fungicides

(12 hours)

- 3.1. Classification and preliminary knowledge of commonly used fungicides;
- 3.2. Bio magnifications of pesticides and pesticide pollution.

4. Agro chemical

(8 hours)

- 4.1. Introductory knowledge about development of agro-chemicals;
- 4.2. Insecticidal poisoning, symptoms and treatment;

5. Main features of Insecticide Act

(8 hours)

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

Reference Book:

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

SPECIALISATION - C- HUMAN RESOURCE AND FINANCE MANAGEMENT

North Maharashtra University, Jalgaon



(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: III
Paper-304-C: Rural Credit and Micro Finance

60+40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objectives:

- To introduce learners raising farm and non-farm yield by offering various types of assistance and credit offers to farmers.

1. Agricultural credit- organizational pattern and evolution (10 Hours)

- 1.1. Primary Agricultural Credit Societies (PACS) - Functions. Management, Crop loan system;
- 1.2 District Central Cooperative Banks- Functions, Management, Credit Policy, Scale of finance, disbursement of loans procedure; State Co- operative Banks- its role in the development of Co- operative movement in a State; Agricultural Refinancing Assistance to Agricultural Credit Co- operatives
- 1.3. Role of NABARD – Procedure and norms of refinance; Financial assistance and Scheme of NABARD in Farm Sector.
- 1.4. Joint Liability Group (JLV) – its concept, formation and functions.

2. Reforms of Co-operative Credit Structure (12 Hours)

- 2.1. Revival of Short Term Co-operative Credit Structure (STCCS)
- 2.2. Long Term Cooperative Structure (LTCCS) in India
- 2.3. Recommendation of Vidya Nathan Committee and its implementation –
- 2.4. Post reform role of RBI and NABARD

3. Financing Non-Farm Sector (NFS) in Rural Area in India (08 Hours)

- 3.1. Non- farm Sector – Concept and definition; Govt. Policy on non-farm sector financing
- 3.2. Scheme of Non-farm Sector – Role of NABARD, KVIP, SIDBI, NCDC in financing Non-farm Activities.

4. Micro- finance (10 Hours)

- 4.1. Micro finance Institution (MFI) Regulatory framework for MFI
- 4.2. Sustainability of MFI – Linkages between Banks and MFI
- 4.3. Progress and Performance of 'SHG- Bank Linkage Program me in India
- 4.4. Concept of SHG Federation – Financial Inclusion and SHG.

5. Diversifying Micro- financial services and Capacity Building of SHG Micro- Insurance (08 Hours)

- 5.1. Diversifying Micro- financial services and Capacity Building of SHG Micro- insurance
- 5.2. Health insurance – innovations in credit delivery systems
- 5.3. income generating activities of SHG – Capacity Building of SHGs;
- 5.4. Scope and limitation of designing, developing and implementing training of SHGs.

6.Case Studies on: a) Rural Credit b) Micro- finance

Reference Book:

- Microfinance and Rural Development in India by Jha Mithilesh Kumar
- Rural Credit In India by Prakash Chandra Deogharia
- Microfinance in India by K G Karmakar SAGE Publications India



North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: III

Paper-305-C: Farm Business Management

60+40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

- To acquaint the students with the basic principles of farm management dealing with the analysis of farm resources having alternatives within the framework of resource restrictions.

1. Farm Business Management (10 hours)

- 1.1. Nature, scope, characteristics of farm business Management
- 1.2. Role of farm business management;
- 1.3. Farm management decisions;
- 1.4. Farm management problems.

2. Principles of farm management decisions (12 hours)

- 2.1. Principle of variable proportion,
- 2.2. Cost principle,
- 2.3. Principle of factor substitution,
- 2.4. Law of equi-marginal returns,
- 2.5. Opportunity cost principle, etc.

3. Tools of farm management and farm business analysis (10 hours)

- 3.1. Farm Business Analysis
- 3.2. Farm planning and budgeting;
- 3.3. Farm records and accounts, types
- 3.4. Problems in farm records and accounts,
- 3.5. Net worth statement,
- 3.6. Farm efficiency measures.

4. Management of farm resources (8 hours)

- 4.1 Management of Land
- 4.2 Management of Labour,
- 4.3 Management of Farm machinery,
- 4.4 Management of Farm building, etc.

5. Risk and uncertainty in farming (8 hours)

- 5.1. Sources of uncertainty in farming,
- 5.2. Management strategy to counteract uncertainty and decision making process in farm business management under risks and uncertainty.

Reference Book:

- Farm Management Economics, Heady EO & Jensen H. 1960. Prentice Hall.
- Fundamentals of Farm Business Management, Johl SS & Kapoor TR. 1973. Kalyani Publ.
- Economics of Farm Management in India, Kahlon AS & Singh K. 1992. Allied Publ.
- Farm Management & Agricultural Marketing, Panda SC. 2007. Kalyani Publ



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: III

Paper-306-C: Human Resource Management and Development in Agriculture Sector
60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objectives:

- To understand the concept of Human Capital Management
- To study various testing concepts in selection process

1. Human Resource Management (HM) (12 hours)

- 1.1. Concept of Human Capital & Its Origin
- 1.2. Definition, Aims, Rationale of HRM
- 1.3. HRM and its significance in Agri Industries
- 1.4. Role of HR in Agri Industries
- 1.6. Applications of HCM (Human capital management)
- 1.7. HCM & Talent Management, HCM & Strategic HRM, HCM & Knowledge Management

2. Human Resource Development (HRD) (08 hours)

- 2.1. Concept, Objectives & Scope of HRD
- 2.2. Need, Importance of HRD
- 2.3. HRD Framework

3. Basics of Job Analysis- (08 hours)

- 3.1. Concept, Importance and Steps
- 3.2. Collecting Job Analysis Information
- 3.3. How to write Job Description- Job Identification, Job summary & Relation
- 3.4. How to write Job Specification for Trained & Untrained Persons, Its Methods

4. Employee Testing & Selection (10hours)

- 4.1. Importance of Careful Selection of Employees
- 4.2. Testing Concepts
 - 4.2.1. Reliability and Validity-Way to Validate Test
 - 4.2.2. Types of Tests- Tests of Cognitive Abilities, Tests of Physical Abilities, Personality and Interest Tests, Some other Tests-Honesty (Polygraph) Test, Graphology, Substance Abuse Screening, Test of Intelligence-IQ, Spiritual & Emotional Quotient, , Multiple Intelligences Test
- 4.3. Interviews
 - 4.3.1. Concept & Importance of Interviews
 - 4.3.2. Types of Interviews- Structured Vs Unstructured, Exploratory, Directive, Telephonic, Video Conferencing, Stress Interview, Panel Interview, Peer Interview, Group Interview, Behavioral Event Interview (BEI), Situational Interviews
 - 4.3.3. Designing of Effective Process
 - 4.3.4. Best Practices for Effective Interview
 - 4.3.5. Pitfalls of Interview Process
 - 4.3.6. How to measure effectiveness of Selection

5. Developing Effectiveness of HR (10 hours)

- 5.1. Potential Appraisal- Concept, objectives and Importance
- 5.2. Training- Investments in Training, Aspects of Training
- 5.3. Training Process
 - 5.3.1. Need Assessment- Organizational Analysis, Task Analysis, Personal Analysis

5.3.2. Designing Training Program- Instructional Objectives, Trainee Readiness & Motivation, Principles of Learning & Teaching, Areas & Principles of Training, Characteristics of Good Instructor

5.3.3. Implementing Training Program- Methods

5.3.4. Evaluating Training Program- Essential Ingredients for Successful Evaluation, Evaluation Techniques- General Observations, HR Factors, Controlled Experimentation, Performance Tests, Cost Value Relationship, Training Metrics, Kirkpatrick Model

5.3.5. Benchmarking of HR Training

Reference Books:

- Human Capital Management-Angela Baron & Michael Armstrong, Kogan Page Publishers, 2007
- Strategic Human capital Management-John Ingham, Butterworth- Heinemann, 2007
- Human Resource Management, 2/E Gilmore & Williams- Oxford University Press
- Human Resource Management-Sharon Pande & Swapnalekha Basak, Pearson
- Essentials of Human Resource Management & Industrial Relations- P Subbaro, Himalaya Publications, 2012
- Managing Human Resource-Bohlander, Snell, Thomson-South Western, 2004
- Human Resource Management- Gary Dessler & Biju Varkkey, Pearson Prentice Hall, 2009
- Human Resource Management by Gary Dessler – Pearson
- Human Resource Management by Snell Bohlander - Cengage
- Cross Cultural Management by Madhavan Oxford University Press
- Human Resource Management by Mondy - Pearson



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: III

Paper-307-C: Commodity Futures, Markets and Derivatives
60+40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

- This course is aimed at providing the basic understanding and the mechanics and value of futures markets for speculators and hedgers who in turn will serve as price risk management activities of agribusiness firms.

- 1. History and Evolution of commodity markets (10 hours)**
 - 1.1. Terms and concepts: spot, forward and futures Markets
 - 1.2. Factors influencing spot and future markets.
 - 1.3. Speculator mechanism in commodity futures.
- 2. Transaction and settlement (10 hours)**
 - 2.1. Delivery mechanism - role of different agents trading strategies
 - 2.2. Potential impact of interest rate,
 - 2.3. Foreign Exchange, FDI in Commodity Markets.
- 3. Risk in commodity trading (8 hours)**
 - 3.1. Importance and need for risk management measures
 - 3.2. Managing market price risk: hedging, speculation, arbitrage, swaps
 - 3.3. Pricing and their features.
- 4. Important global and Indian commodity exchanges (8 hours)**
 - 4.1. Contracts traded
 - 4.2. Special features
 - 4.3. Regulation of Indian commodity exchanges
 - 4.4. FMC and its role.
- 5. Fundamental Vs. Technical analysis (12 hours)**
 - 5.1. Construction and interpretation of charts and chart patterns for analyzing the market trend
 - 5.2. Market indicators back testing.
 - 5.3. Introduction to technical analysis software
 - 5.4. Analyzing trading pattern of different commodity groups.

Reference Books:

- The Concise Handbook of Futures Markets by Kaufman PJ. 1986.. John Wiley & Sons.
- The Theory and Practice of Futures Markets by Leuthold RM, Junkus JC & Cordier JE. 1989.. Lexington Books.
- Getting Started in Futures by Lofton T. 1993.. 3rd Ed. John Wiley & Sons, 1993.
- Agricultural Futures and Options: Principles and Strategies by Purcell WD. 1991. Macmillan Publ.
- All about Commodities from the Inside Out by Wasendorf RR & McCafferty 1993. McGrawHill



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: III

Paper- AC301 Cyber Security (Audit Course)

Total Marks: 100

Required Lectures: 30 hours

Objective:

To summaries, the primary goal of cyber security is to ensure the privacy of information, the correctness of data, and access to authorized users.

Course Outcomes:

Identification of security objectives is the first step you can take to help ensure the security of your application, and it is also one of the most important steps.

Syllabus:

1. Introduction to Cyber Security
2. Network Security, Cloud Security, and Application Security
3. Mobile Security & Common Vulnerabilities
4. Ethics, Law & Policy.
5. Case Studies Discussion

**M.B.A.(Agri Business Management
/Entrepreneurship**

(Year 2022-23)SEMESTER-IV

(60-40 Pattern)

SEMESTER-IV



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: IV

Paper-401: Project Management and Entrepreneurship Development

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective:

- **The objective of this course is to expose the learner to the fields of project management and entrepreneurship development. Focus will be to train the students to develop new projects and encouraging them to start their own ventures.**

1. Introduction of Project Management *(08 Hours)*

- 1.1. Basic concepts, Characteristics of projects, Types of projects
- 1.2. Project identification, and Project's life cycle.

2. Project Feasibility study *(10 Hours)*

- 2.1. Project feasibility, market feasibility,
- 2.2. Technical feasibility,
- 2.3. financial feasibility,
- 2.4. Economic feasibility,
- 2.5. Social cost-benefit analysis,
- 2.6. Project risk analysis

3. Emerging areas in Enterprises *(12 Hours)*

- 3.1. Entrepreneurship, Significance of entrepreneurship in economic development qualities of entrepreneur,
- 3.2. Entrepreneurship development programs and role of various institutions in developing entrepreneurship,
- 3.3. Life cycles of new business, environmental factors affecting success of a new business, reasons for the failure and visible problems for business,
- 3.4. Developing effective business plans, Procedural steps in setting up of an industry
- 3.5. Women Entrepreneurs: Types, Challenges, Opportunities, Achievements, Problems,
- 3.6. Remedial Measures & supporting Institutions
- 3.7. Role Models of Woman Entrepreneurs in India,
- 3.8. Self Help Groups, Rural Entrepreneurs: meaning, need, Problems, Development,
- 3.9. Role of NGO's, TRYSEM.
- 3.10. Social Entrepreneurs: Genesis & Characteristic, E-Entrepreneurs: Concept, Purpose and Essence.

4. Project Study *(10 Hours)*

- 4.1. Concept, Classification, Identification, Project Design,
- 4.2. Project Appraisal, Project Planning,
- 4.3. Marketing plan, financial plan and the organizational plan,
- 4.4. Financing of the Project– Sources of Finance,
- 4.5. Role of Financial Institutions – Commercial Banks, IDBI, ICICI, SIDBI, SFC's, IFCI, NABARD, Venture Capital, Angel Capitalist.

5. Project Management

(08 Hours)

- 5.1. Business Planning Process - The business plan as an entrepreneurial tool
- 5.2. Elements of Business Plan, Objectives, Market Analysis,
- 5.3. Development of product / idea, Marketing, Finance, Organization & Management, Ownership,
- 5.4. Critical risk contingencies of the proposal, Scheduling and milestones.
- 5.5. Project Monitoring and Control– Parameters, Process Technical, Financial,
- 5.6. Marketing Personnel and Management Feasibility Reports

Reference Books:

- Project Management by Chandra P. 2005, Tata McGraw Hill.
- Project Management by Gopal Krishan P & Nagarajan K. 2005, New Age.
- Entrepreneurship. By Hisrich RD & Peters MP. 2002, Tata McGraw Hill.
- Patterns of Entrepreneurship by Kaplan JM. 2003.. John Wiley & Sons.
- Fundamentals of Entrepreneurship Management by Nandan H. 2007.. Prentice Hall.
- Textbook of Project Management by Ramamurthy VE. 2005.. MacMillan.
- Project Management by Maylor – Pearson



North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: IV

Paper- 402: Disaster Management

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objectives:

- To introduce learners to the key concepts and practices of natural disaster management; to equip them to conduct thorough assessment of hazards, and risks vulnerability; and capacity building

1. Natural Disasters (10 Hours)

- 1.1. Meaning and nature of natural disasters, their types and effects.
- 1.2. Floods, Drought, Cyclone, Earthquakes, Landslides, Avalanches, Volcanic eruptions,
- 1.3. Heat and cold Waves,
- 1.4. Climatic Change: Global warming, Sea Level rise, Ozone Depletion

2. Man Made Disasters (20 Hours)

- 2.1. Nuclear disasters, chemical disasters, biological disasters,
- 2.2. Building fire, coal fire, and forest fire. Oil fire, air pollution,
- 2.3. Water pollution, deforestation, Industrial wastewater pollution, road accidents, rail accidents, air accidents, sea accidents.

3. Disaster Management (18 Hours)

- 3.1. Disaster Management- Efforts to mitigate natural disasters at national and global levels.
- 3.2. International Strategy for Disaster reduction.
- 3.3 Concept of disaster management, national disaster management framework;
- 3.4. Financial arrangements; role of NGOs, Community-based organizations, and media.
Central, State, District and local Administration;
- 3.5 Armed forces in Disaster response; Disaster response: Police and other organizations.

Reference Book:

- Disaster Management by Gupta HK. 2003. Indian National Science Academy
- A Handbook of Disaster Management by Hodgkin son PE & Stewart M. 1991. Coping with Catastrophe: .Routledge.
- Disaster Management by Sharma VK. 2001, National Centre for Disaster Management, India.



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: IV

Paper-403: Environment and Green Technology

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objectives:

- Green Technology is an approach to the design, manufacture and use of chemical products so as to reduce or eliminate chemical hazards intentionally. The goal of Green Technology is to create better, safer, chemicals while choosing the safest, most efficient ways to synthesize them. The main goal of Green Technology is to eliminate hazards right at the design stage. The principles of Green Technology demonstrate how chemical production could be achieved without posing hazard to human health and environment while at the same time being efficient and profitable.

1. Introduction of Green protocol

(10 Hours)

- 1.1. Need, Goal and Limitation of Green Technology,
- 1.2. Principles of Green Technology with their explanations and examples.
- 1.3. Sustainable development
- 1.4. Atom economy,
- 1.5. Reduction of toxicity.

2. Waste

(08 Hours)

- 2.1. Production,
- 2.2. Prevention,
- 2.3. Problems and Source of waste,
- 2.4. Cost of Waste,
- 2.5. Waste minimization technique,
- 2.6. Waste treatment and recycling.
- 2.7. Analysis of water and water quality parameters
- 2.8. Concept of pH, measurement of acidity,
- 2.9. Alkalinity, hardness, residual chlorine,
- 2.10. Chlorides, DO, BOD, COD, fluoride and nitrogen.
- 2.11. Biodegradation – biodegradation of carbohydrates, proteins, fats and oils and detergents.

3. Environmental chemicals

(10 Hours)

- 3.1. Environmental chemicals
- 3.2. Chemical speciation
- 3.3. Speciation of lead, mercury, arsenic and chromium.
- 3.4. Structure and property-activity relationship, fate of organics in the environment
- 3.5. Transformation reactions (hydrolysis, elimination, oxidation-reduction etc).
- 3.6. Risk evaluation of environmental chemicals,
- 3.7. Biochemical effects of arsenic, lead, mercury and pesticides.

4. Atmosphere

(08 Hours)

- 4.1 Structure of atmosphere,
- 4.2 Chemical and photochemical reactions in the atmosphere.
- 4.3 Ozone Chemistry: formation and depletion of ozone layer,
- 4.4 Oxides of nitrogen and sulphur.
- 4.5 Acid rain mechanism of formation and effects.
- 4.6 Photochemical smog, and sulfurous smog.

4.7 Greenhouse effect, global warming, greenhouse gases.

5. Green Synthesis and Catalysis

(12 Hours)

- 6.1. Green oxidation and photochemical reactions,
- 6.2. Microwave and Ultrasound assisted reactions,
- 6.3. Synthesis of Green Reagents, Green solvents.
- 6.4. Classification of catalysts,
- 6.5. Heterogeneous and homogeneous catalysis,
- 6.6. Bio-catalysis.

Green Industrial Processes:

- 6.7. Pollution statistics from various industries,
- 6.8. Polymer industry, textile industry,
- 6.9. Greener approach of dyeing, ecofriendly
- 6.10. Pesticides, pharmaceutical industry,
- 6.11. Waste water treatment

Reference Books:

- Chemistry for Environmental Engineering and Science by C.N Sawyer, P.L McCarty and G.F Parkin, 5th ed. Tata McGraw-Hill,2003
- . Environmental Chemistry with Green Chemistry by Das, A. K, Books and allied (P) Ltd.
- Green Chemistry: Environmentally Benign Reactions by Ahluwalia & V.K., Ane Books India, New Delhi, 2006.
- Green chemistry: Environment Friendly Alternatives by Sanghi, R. and Srivastava, M.M., Narosa Publishing House.
- Green Chemistry: Theory and Practice by Paul Anastas, John C. Warner, John Warner Joint; New Ed Edition; Oxford University press, USA,2000

SPECIALISATION - A –PRODUCTION AND PROCESSING MANAGEMENT



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: IV

Paper-404-A: Post-harvest Management

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

- **To impart knowledge regarding agro-techniques of fruit crops and their post-harvest management.**

1. World Production and Horticulture in India (08 Hours)

- 1.1. World production and horticulture in India;
- 1.2. Present status of fruit industry in India and emerging scenario.

2. Management of Horticultural Crops (10 Hours)

- 2.1. Management of horticultural crops establishing an orchard,
- 2.2 Basic cultural practices,
- 2.3. Regulation of flowering, fruiting and thinning,
- 2.4. Protection against insect-pest, weeds:
- 2.5. Pre and post-harvest management for quality and shelf life.

3. Post-harvest management in horticulture-I (10 Hours)

- 3.1. Post-harvest management in horticulture-
- 3.2. Procurement management,
- 3.3. Important factors for marketing,
- 3.4. Standardization and quality control,
- 3.5. Packaging.

4. Post-harvest management in horticulture-II (12 Hours)

- 4.1. Post-harvest management in horticulture-
- 4.2. Development of fruit-based carbonated drinks,
- 4.3. Development of dehydrated products from some important fruits,
- 4.4. Storage of pulp in pouches,
- 4.5. Essential oils from fruit waste, dehydrated fruits
- 4.6. Market structure and export potential of fruits.

5. Problems in marketing of fruits, and government policy (08 Hours)

- 5.1. Problems in marketing of fruits, and government policy;
- 5.2. Quality standards for domestic and international trade

Reference Books:

- WTO and Indian Economy by Chadha GK. 2003.. Deep &Deep.
- Economic Survey of India by Ministry of Finance, Govt. of India.(various issues)
- Refresher Course on Technological Interventions to Face WTO Challenges by HAU 2003.

- Indian Journal of Agricultural Economics
- WTO and New International Trade by Vasisht AK & Singh Alka. 2003.
- Regime- Implication for Indian Agriculture by Advance Publ.Concept.



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: IV

Paper-405-A: Diffusion and adoption of innovations

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objectives:

- To make the students aware and knowledgeable about the science behind the process of diffusion and innovation decision as well as different factors that influences the process of diffusion and innovation of innovation. Besides, to build up capacity of students to plan for diffusion and adoption of different farm innovation.

1. Diffusion

(12 Hours)

- 1.1. Diffusion – concept and meaning, elements;
- 1.2. Traditions of research on diffusion; the generation of innovations;
- 1.3. Innovation-development process; tracing the innovation-development process, converting research into practice.

2. Adoption Process

(10 Hours)

- 2.1. The adoption process- concept and stages,
- 2.2. Dynamic nature of stages,
- 2.3. Covert and overt processes at stages,
- 2.4. The innovation-decision process
- 2.5. A critical appraisal of the new formulation.

3. Adopter categories

(10 Hours)

- 3.1. Innovativeness and adopter categories,
- 3.2. Adopter categories as ideal types,
- 3.3. Characteristics of adopter categories
- 3.4. Perceived attributes of Innovation and their rate of adoption,
- 3.5. Factors influencing rate of adoption.

4. Diffusion effect

(08 Hours)

- 4.1. Diffusion effect and concept of over adoption,
- 4.2. Opinion leadership- measurement and characteristics of opinion leaders,
- 4.3. Monomorphic and polymorphic opinion leadership,
- 4.4. Multistep flow of innovation;
- 4.5. Concepts of homophile and heterophony and their influence on flow of innovations;
- 4.6. Types of innovation-decisions –Optional,
- 4.7. Collective and Authority and contingent innovation decisions;
- 4.8. Consequences of Innovation-Decisions
- 4.9. Desirable or Undesirable, direct or indirect,
- 4.10. Anticipated or unanticipated consequences;
- 4.11. Decision making– meaning, theories, process, steps,
- 4.12. Factors influencing decision – making.

Case study :

(08 Hours)

Case studies in individual and community adoption process, content analysis of adoption studies, Identification of adopter categories on a selected technology, study of attributes of current farm technologies, Identification of opinion leaders, Sources of information at different stages of adoption on a selected technology, study of factors increasing or retarding the rate of adoption, presentation of reports on adoption and diffusion of innovations.

Reference Books:

- Diffusion of Innovations, 5th Edition, Everett M. Rogers, Larry R. Marshall
- Diffusion in solids 2007 by Helmut Mehrer



North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: IV

Paper-406-A Technology Management for livestock products

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

To impart knowledge about management of livestock products, product development, quality control, preservation and marketing strategies for livestock products.

1. Present status of livestock products industry in India (08 Hours)

- 1.1. Dairy, meat poultry, skin, hides, wool, etc.;
- 1.2. Dairy Products- Manufacturing technologies of various dairy products and by
- 1.3. Product utilization.

2. Meat and Poultry Products (12 Hours)

- 2.1. Meat and Poultry products -manufacturing technologies of meat and meat products, egg and poultry products;
- 2.2. Production processing and utilization of wool and animal byproducts.

3. Plant Management (08 Hours)

- 3.1. Production planning and control needs and techniques of production control, packaging,
- 3.2. Preservation and storage system for livestock products;
- 3.3. Transportation system for domestic markets and international markets.

4. Quality control (10 Hours)

- 4.1. Quality control measures during storage and transit;
- 4.2. Extent of losses during storage and transport,
- 4.3. Management measures to minimize the loss.

5. Marketing and distribution of animal products (10 Hours)

- 5.1. Marketing and distribution of animal products:
- 5.2. Quality standard for various products;
- 5.3. Environmental and legal issues involved.

Reference Books:

- Principles of Meat Science Forrest JC. 1975. Freeman Publ.
- Meat Hygiene ,Gracey 1999. Thorntons. WB Saunders.
- Poultry Products Technology. Mounthey GJ. 2nd Ed. AVI Publ.
- Animal Byproducts Processing and Utilization ,Ockerman & Hansen. 2002.. CRC Publ.
- Processed Meat ,Pearson AM & Gillett TA. 1996.. 3rd Ed. Chapman &Hall.
- Food Packaging Principles and Practices ,Robertson GL. 1993.. Marcel Dekker.
- Eggs Science and Technology .Stadelman W & Cotterill OJ. 2002.. 4th Ed. CBS.
- Outlines of Dairy Technology .Sukumar De 1980.. Oxford Univ. Press.
- Dairy Science and Technology .Walstra et al. 2006.. 2nd Ed. Taylor & Francis.
- Dairy Microbiology. Yadav 1993. Comprehensive Metropolitan Publ.

SPECIALISATION - B –MAREKTING MANAGEMENT



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: IV

Paper-404-B Agricultural Marketing Management

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective:

- The objective of this course is to give the students an understanding of concept, various policies, strategies and decisions relating to marketing that can be developed by agribusiness firms.

1. Agricultural Marketing and Economic Development (12 Hours)

- 1.1. Meaning and scope of agricultural marketing and economic development;
- 1.2. Agricultural market structure – meaning, components and dynamics of market structure;
- 1.3. Marketing strategy – meaning & significance, formulation of marketing strategy;
- 1.4. Agribusiness marketing environment,
- 1.5. Design of marketing mix,
- 1.6. Market segmentation and targeting,
- 1.7. Determinants of consumer's behaviour.

2. Product management (10 Hours)

- 2.1. Product management process and decisions,
- 2.2. New product development
- 2.3. Significance and classification of new product,
- 2.4. Stages and estimation of demand of new product; product life cycle.

3. Pricing policies and practice for agribusiness (08 Hours)

- 3.1. Determinants of price,
- 3.2. Objectives of pricing policies and pricing methods

4. Promotional management (10 Hours)

- 4.1. Advertising planning and execution;
- 4.2. Sales promotion;
- 4.3. Grading and standardization.

5. Distribution management (08 Hours)

- 5.1. Storage and warehousing and transportation management for agricultural products;
- 5.2. Marketing agencies/intermediaries – roles and functions;
- 5.3. Distribution channels involved in agribusiness.

Reference Books:

- Agricultural Marketing in India ,Acharya SS & Agarwal NL. 2004.. 4th Ed. Oxford & IBH.
- Marketing of Agricultural Products, Kohls RL & Uhj JN. 2005.. 9th Ed. Prentice Hall.
- Marketing Management – Analysis, Planning, Implementation and Control. Kotler P. 2002. Pearson Edu.
- Rural Marketing ,Krishnamacharyulu C & Ramakrishan L. 2002.. Pearson Edu.
- .Marketing Management Ramaswamy VS & Nanakumari S. 2002. 2nd Ed. Mac Millan India



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: IV

Paper-405-B: Sales and Distribution Management

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

1. Sales Management

(12 Hours)

- 1.1 Introduction Meaning and objectives of sales management,
- 1.2 Responsibilities of sales manager;
- 1.3 Role of sales manager as leader of sale force,
- 1.4 Sales management and marketing management relationship
- 1.5 Organization of the Sales Department:
- 1.6 Objectives of Sales Management;
- 1.7 Determination of functions;
- 1.8 Types of sales organizational structures;
- 1.9 Sales department's relations with other departments

2. Salesmanship

(10 Hours)

- 2.1. Meaning, scope, importance and limitations;
- 2.2. Prospecting; process of selling;
- 2.3. Focus on customer satisfaction and building seller customer relationship

3. Sales Force Management

(08 Hours)

- 3.1. Quantitative and qualitative planning of sales force;
- 3.2. Recruitment and selection;
- 3.3. Training, motivation, compensation;
- 3.4. Appraisal of performance and promotion;
- 3.5. Direction and control of sales force

4. Sales Territories and Quotas Establishing Territories

(08 Hours)

- 4.1. Sales Territories and Quotas Establishing Territories
- 4.2. Assigning territories;
- 4.3. Reasons for selling and using quotas;
- 4.4. Types of quotas and quota selling procedures; administering the quota system
- 4.5. Sales Promotion Techniques: Consumer oriented techniques;
salesman oriented techniques; dealer oriented techniques,
- 4.6. Government department oriented techniques

5. Direct marketing

(10 Hours)

- 5.1. Definition scope and importance of direct marketing,
- 5.2. Direct marketing mode,
- 5.3. Tele marketing,
- 5.4. Catalogue marketing,
- 5.5. Network marketing,
- 5.6. Data base marketing,
- 5.7. Changing face of direct marketing.
- 5.8. Industrial Selling Nature and characteristic of industrial goods;
- 5.9. Procedures in buying industrial goods;

5.10. Role of service in industrial selling.

5.11. Sales Policies and Procedures Terms and conditions of sale; handling complaints.

- Case studies on above mentioned topics

Reference Books:

- Sales and Distribution Management. Tapan Panda, Sunil Sahadev. 2019. New Delhi: Oxford University Press.
- Sales and Distribution Management: An Indian Perspective. Pingali Venugopal. 2008. New Delhi: SAGE Publications.
- Sales and Distribution Management. S.L. Gupta. 2009. New Delhi: Excel Books.
- Sales and Distribution Management. Ramendra Singh. 2016.: A Practice-Based Approach. Noida: Vikas Publishing House.
- Sales and Distribution Management. Bholanath Dutta. 2011. New Delhi: I.K. International Publishing House Pvt. Limited
- Sales and Distribution Management for Organizational Growth. Rahul Gupta Choudhury. 2019. United States: IGI Global.
- Sales and Distribution Management. A. Nag. 2013.. New Delhi: McGraw Hill Education.



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: IV

Paper-406-B: Management of Agricultural Input Marketing

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

The objective of this course is to give the students an understanding of different marketing concept and marketing system in context of agricultural inputs.

1. Agricultural input marketing

(10 Hours)

- 1.1. Meaning and importance;
- 1.2. Management of distribution channels for agricultural input marketing;
- 1.3. Agricultural Inputs and their types – farm and non-farm, role of cooperative, public and private sectors in Agri- input marketing.

2. Seed

(10 Hours)

- 2.1. Importance of seed input;
- 2.2. Types of seeds
- 2.3. Hybrid, high yielding and quality seeds;
- 2.4. Demand and supply of seeds;
- 2.5. Seed marketing channels, pricing,
- 2.6. Export-import of seeds;
- 2.7. Role of NSC and State Seed Corporation.

3. Chemical Fertilizers

(12 Hours)

- 3.1. Production,
- 3.2. Export-import,
- 3.3. Supply of chemical fertilizers,
- 3.4. Demand/consumption,
- 3.5. Prices and pricing policy;
- 3.6. Subsidy on fertilizers; marketing system
- 3.7. Marketing channels, problems in distribution;
- 3.8. Role of IFFCO and KRIBCO in fertilizer marketing.

4. Plant Protection Chemicals

(08 Hours)

- 4.1. Production,
- 4.2. Export/import,
- 4.3. Consumption,
- 4.4. Marketing system – marketing channels;
- 4.5. Electricity/Diesel Oil- marketing and distribution system;
- 4.6. Pricing of electricity for agriculture use; subsidy on electricity.

5. Farm Machinery

(08 Hours)

- 5.1. Production, supply, demand of farm machinery
- 5.2. Marketing and distribution channels of farm machines;
- 5.3. Agro-industries Corporation and marketing of farm machines / implements/Equipment's.

Reference Books:

- Agricultural Marketing in India. Acharya SS & Agarwal NL. 2004. 4th Ed. Oxford & IBH.
- A Text Book of Agri-Business Management .Broadway AC & Broadway Arif A. 2003. Kalyani.
- Rural Marketing Singh AK & Pandey S. 2005. New Age.
- Rural Marketing- Focus on Agricultural Inputs .Singh Sukhpal 2004. Vikas Publ. House.

SPECIALISATION - C- HUMAN RESOURCE AND FINANCE MANAGEMENT

North Maharashtra University, Jalgaon



(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: IV

Paper-404-C: Management of Agribusiness Cooperatives

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

To provide the students an understanding about the agribusiness cooperative organizations and their management. Contents

1. Cooperative administration (10 Hours)

- 1.1. A global perspective,
- 1.2. Ecology of cooperative administration,
- 1.3. Cooperative sector and economic development.

2. Cooperative management (12 Hours)

- 2.1. Nature, functions and purpose of cooperatives
- 2.2. Procurement, storage, processing, marketing,
- 2.3. Process of cooperative formation,
- 2.4. Role of leadership in cooperative management.

3. The state and cooperative movement (10 Hours)

- 3.1. Effects of cooperative law in management,
- 3.2. Long range planning for cooperative expansion,
- 3.3. Policy making.

4. Human resource management (8 Hours)

- 4.1. Placement and role of board of directors in cooperative management.

5. Overview of agribusiness cooperative (8 Hours)

- 5.1. Credit cooperatives,
- 5.2. Cooperative marketing, dairy cooperative;
- 5.3. Financing agribusiness cooperative.

Reference Books:

- New Dimensions of Cooperative Management Akmat JS. 1978. Himalaya Publ. House.
- Cooperative Management Patterns Ansari AA. 1990.. Anmol Publ.
- Professional Management for the Cooperatives. Sah AK. 1984. Vikas Publ. House.



North Maharashtra University, Jalgaon
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FACULTY OF COMMERCE & MANAGEMENT
SEMESTER: IV

Paper-405-C: Management of Veterinary Hospitals
60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

- The objective of this course is to acquaint the students about the designing, planning, organizing, and controlling the veterinary hospitals for optimizing the use of space, capital, skill and other resources.

1. Need of Veterinary Hospital (08 Hours)

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

2. Design and plan of Veterinary Hospital (12 Hours)

- 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.

3. Total Quality Management in Veterinary Hospital (10 Hours)

- 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.).

4. Hospital information system (10 Hours)

- 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.

5. Economic functions and quality control system (08 Hours)

- 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.

Reference Books:

- A Textbook of Preventive Veterinary Medicine. Chakavarti, Amelendu. 2007.. Kalyani Publications, 4th Edition.
- Current Advances in Veterinary Sciences and Animal Production in India. Singh, S. and Singh, N. 1994.
- Infectious Tropical disease of Domestic Animals. Losos, G. S. 1980. Longman, London.
- Veterinary Medicine. 6th Edn. The English Languaged Book Blood, D. C. et al. 1983. Society. 5
- A Textbook of Clinical Veterinary Medicine Chakavarti, Amelendu. 1998.. Kalyani Publications, 2nd Edition.



North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: IV

Paper-406-C: Agribusiness Financial Management

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

Objective

- To impart trainings to the students regarding various aspects of financial management for agribusiness. Contents

1. Importance of financial Management (12 Hours)

- 1.1. Importance, need and scope of financial management;
- 1.2. Classification and credit need in changing agriculture scenario;
- 1.3. Finance functions, investment financing; balance sheet, income statement, cash flow statement for agribusiness.

2. Financial Planning (10 Hours)

- 2.1. Financial planning and control assessment of financial requirement of a agribusiness unit;
- 2.2. Leverage – concept of leverage, financial and operating leverage;
- 2.3. Factor affecting capital structure, features of an optimal capital structure.

3. Working capital management (10 Hours)

- 3.1. Concept and components of working capital,
- 3.2. Need for working capital in agribusiness,
- 3.3. Management of cash and accounts receivables, and inventory for agribusiness.

4. Capital budgeting (08 Hours)

- 4.1. Steps and concept of capital budgeting,
- 4.2. Appraisal criteria – payback period,
- 4.3. Average rate of return, net present value,
- 4.4. Benefit cost ratio and internal rate of return.

5. Agri-business financing system in India (08 Hours)

- 5.1. Functioning of cooperative credit institutions,
- 5.2. Commercial banks,
- 5.3. Regional rural banks, NABARD,
- 5.4. Agro-Industries Corporation, etc in agribusiness financing.

Reference Books:

- Financial Management. Chandra P. 2000. Tata McGraw Hill.
- Management Accounting. Khan MY & Jain PK. 2004. Tata McGraw Hill.
- Agricultural Finance. Nelson AG & Murrey WG. 1988. Kalyani Publ.
- Financial Management. Pandey IM. 1997. Vikas Publ. House.



North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

SEMESTER: IV

Paper-407- Project (Viva Voce)

60 + 40 Pattern External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Objective

- Project-based learning not only provides opportunities for students to collaborate or drive their own learning, but it also teaches them skills such as problem solving, and helps to develop additional skills integral to their future, such as critical thinking and time management.

Guidelines for “Project Report” Submission:

- Each student shall have to undergo a practical training for a period of **not less than 8 weeks** during vacation falling after the end of II Semester.
- In the Fourth semester, examination student shall submit “**Project Report**” individually on the basis of **Specialization**. The topic should be decided with consultation and guidance of internal guide of the Institute/college at the end of the first year, so that the student can take up the training during the vacations. The Project shall be necessarily research oriented, innovative and problem solving.
- The student has to write a report based on the actual training undergone during the summer vacations at the specific selected business enterprise, get it certified by the concerned teacher that the Project report has been satisfactorily completed and shall submit one hard bound typed copy of the same to the Head / Director of the institute along with 2 CD's of Project Report. In order to save the paper, both side printing is allowed.
- Student may use SPSS software if required.
- Project viva-voce shall be conducted at the end of Semester IV.
- Viva Voce for one student shall be of minimum 10 minutes. The Student should prepare Power Point presentation based on Project work to be presented at the time of Viva voce.
- Ten percent (10%) of the projects May be given by institute to the students for summer training as basic research projects.
- The project work will carry maximum 100 marks, of which internal teacher shall award out of maximum 40 marks on the basis of project work done by the student as an internal assessment.

Viva voce of 60 marks will be conducted by the panel of the external examiners to be appointed by the University.

- No students will be permitted to appear for Viva-voce examinations, unless and until(s) he submits the project report before the stipulated time.

North Maharashtra University, Jalgaon



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FACULTY OF COMMERCE & MANAGEMENT**

SEMESTER: IV

Paper- AC401 Green Audit (Audit Course)

Total Marks: 100

Required Lectures: 30 hours

Objective:

1. To acquaint students with idea of environment management
2. To emphasize the relevance of environment management in Commerce.
3. To apprise students of practices of environment management in real world and their assessment.

Course Outcomes:

1. Better understanding of environment management.
2. Awareness about the role of environment management in commerce.
3. Gain insight into practices of environment management and their assessment.

Syllabus:

1. Concepts in Environmental Management
- 2 Environmental Management Approaches
- 3 Environmental Policies - Laws and Regulations
- 4 Environmental Ethics and Sustainable Development
- 5 Case Studies Discussion