

GURU KASHI UNIVERSITY



**MASTER OF BUSINESS ADMINISTRATION
(Agri-Business)**

SESSION: 2024-25

DEPARTMENT OF MANAGEMENT

GRADUATE OUTCOMES OF THE PROGRAMME:

Graduates will be acquainted with a solid management foundation, critical decision-making, teamwork, corporate communication, food and agriculture, supply chain, logistics, rural sector lending, banking, problem-solving skills, analyzing complex situations, and devising effective solutions.

Program Learning Outcomes: After completing the programme, the learner will be able to:

1. Analyze and evaluate agribusiness strategies using Bloom's evaluation level of thinking, assessing the strengths and weaknesses of different approaches, and making informed decisions based on rigorous analysis.
2. Develop innovative solutions to agribusiness challenges by creative thinking and problem-solving skills to develop innovative solutions for the challenges faced by agribusinesses, including generating new ideas, identifying opportunities for improvement, and designing feasible and effective strategies.
3. Synthesize and integrate knowledge across agribusiness disciplines such as economics, marketing, supply chain management, and sustainability. It will build ability to connect different concepts, theories, and frameworks to gain a holistic analyzing of agribusiness operations.
4. Create and communicate effective agribusiness strategies to different stakeholders clearly and persuasively.
5. Evaluate the impact of agribusiness decisions on sustainable development by assessing the environmental, social, and economic impact of agribusiness decisions and practices. This includes evaluating the sustainability of production methods, resource utilization, and supply chain management strategies, and identifying opportunities for improving sustainability within agribusinesses.
6. Apply quantitative and qualitative methods for agribusiness analysis to analyze and evaluate agribusiness data using statistical tools, financial analysis techniques, market research methods, and qualitative research approaches to gather and interpret data for informed decision-making.

Program Structure

Semester: I						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
MAG101	Accounting for Management	Core	3	1	0	4
MAG102	Management Processes and Organizational Behavior	Core	4	0	0	4
MAG103	Managerial Economics	Core	3	1	0	4
MAG104	Integrated Business Administration	Compulsory Foundation	2	0	0	2
MAG110	Soft Skills Training and Development	VAC	2	0	0	2
MAG111	Tax Structure & Filing	MD	3	0	0	3
Discipline Elective-I (Any one of the following)						
MAG106	Supply Chain Management	Disciplinary Elective I	3	0	0	3
MAG107	Seed Production & Certification					
Discipline Elective-II (Any one of the following)						
MAG108	Agro Input Industry	Disciplinary Elective II	3	0	0	3
MAG109	Food and Agricultural Marketing					
Total						25

Semester: II						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
MAG201	Strategic Management	Core	4	0	0	4
MAG202	Quantitative Techniques and Operation Research	Core	3	1	0	4
MAG204	Production and Operation Management	Core	4	0	0	4
MAG210	Entrepreneurship Development	Entrepreneurship Based	2	0	0	2
MAG211	Business Communication for Managerial Effectiveness	Compulsory Foundation	2	0	0	2
MAG205	Information Technology	Skill Based	0	0	4	2
MAG299	XXX	MOOC	-	-	-	2
Discipline Elective-III (Any one of the following)						
MAG206	Advanced Food Processing	Disciplinary Elective III	3	0	0	3
MAG207	Commodity Trading					
Discipline Elective-IV (Any one of the following)						
MAG208	Rural Development and Agri-Entrepreneurship	Disciplinary Elective IV	3	0	0	3
MAG209	Plantation Management					
Total						26

Semester: III						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
MAG301	Research Methodology	Compulsory Foundation	4	0	0	4
MAG398	Research Proposal	Research skill	0	0	8	4
MAG303	Ethics & IPR	VAC	2	0	0	2
MAG397	Proficiency in Teaching	Skill Based	2	0	0	2
MAG396	Service Learning	Community Linkage	0	0	4	2
MAG312	Computer Applications in Research	Skill Based	0	0	2	1
MAG308	Business Environment	EF	2	0	0	2
MAG307	Industrial Training/Internship (4 weeks)	Training	-	-	-	4
MAG399	XXX	MOOC	-	-	-	3
Open Elective Course						
XXX	XXX	Open Elective	2	0	0	2
Total			12	0	14	26
Open Elective Course (For Other Departments)						
OEC040	Fundamentals of Agricultural Marketing	OE	2	0	0	2
OEC035	Event Management					
OEC041	Fundamentals of Agri-Entrepreneurship					

Semester: IV						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
MAG401	Dissertation	Research skill	-	-	-	20
MAG402	Logical Reasoning	Ability Enhancement	1	0	0	1
MAG403	Behavioural Finance	MD	3	0	0	3
Total				-	-	24
Grand Total						100

Note*: Students will undergo a summer internship for 4 weeks after second semester.

EVALUATION CRITERIA FOR THEORY COURSES

- A. Continuous Assessment: [25 Marks]
 - i. CA1: Surprise Test (Two best out of three) (10 Marks)
 - ii. CA2: Assignment(s) (10 Marks)
 - iii. CA3: Portfolio (5 Marks)
- B. Attendance: [5 marks]
- C. Mid Semester Test: [30 Marks]
- D. End-Term Exam: [40 Marks]

SEMESTER-I

Course Title: Accounting for Management
Course Code: MAG101

L	T	P	Cr.
3	1	0	04

Total hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Evaluating proficiency in preparing and maintaining accounting records using journals and ledgers
2. Utilize various tools of financial analysis, such as trend analysis, common size statements, and comparative statements, to analyze financial data and identify patterns and trends over time
3. Analyzing costing systems, cost management systems, budgeting systems and performance measurement systems
4. Assess the limitations of financial statements, including their reliance on historical data, potential bias, and the need to consider non-financial factors for a holistic Analyzing of a company's performance.

Course Content**UNIT I****14 Hours**

Financial Accounting- concept and Conventions, Significance, and scope. Accounting principles, journal, and ledger, and trial balance, depreciation (straight line and diminishing balance methods). Preparation of final accounts Trading Account, Profit & Loss Account, Balance Sheet with adjustments. Revenue Expenditure and Receipts.

UNIT II**14 Hours**

Financial Analysis- Concepts and objectives, Limitation of Financial Analysis. Tools of Financial Analysis: trend analysis, common size statements, comparative statements. Ratio analysis, fund flow and cash flow statements.

UNIT III**17 Hours**

Cost Accounting- significance, methods, techniques; classification of costs and cost sheet; inventory valuation; an elementary knowledge of activity-based costing. Standard Costing & Break-Even Analysis. Management Accounting- concept, need, importance and scope; Functions of Management Accounting, Relationship between Financial and Management Accounting.

UNIT IV**15 Hours**

Meaning of Financial Statement, Importance and Limitations of Financial Statement. Budgetary control- meaning, need, objectives, essentials of budgeting, different types of budgets.

Responsibility Accounting; Meaning, Steps involved in Responsibility Accounting, Responsibility Centre, Advantages of Responsibility Accounting.

Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation, ICT based learning

Suggested Readings

- Emmanuel, C., Utley, D., & Merchant, K. (2019). *Accounting for management control. In Accounting for Management Control (pp.357-384). Springer, Boston, MA.*
- Singhal A.K. and Roy Ghosh.2020. *Accounting for Managers. JBC Publishers and Distributors, New Delhi*
- Pandey, I.M.2018.*Management Accounting. Vikas Publishing House.New Delhi*
- Anthony R.N. andReeceJ.S.2015.*Management Accounting Principles. Homewood, Illinois, Richard D. Irwin,*
- Horngren, C.T. (2019). *Cost accounting: A managerial emphasis, 13/e. Pearson Education India.*

Course Title: Management Processes and Organizational Behavior
Course Code: MAG102

L	T	P	Cr.
4	0	0	4

Total hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Evaluate the conceptual and theoretical perspectives of management processes.
2. Analyze different approaches to management and the impact of external and internal factors on decision-making.
3. Assessing effective leadership skills and strategies.
4. Acquire skills in Managerial dynamics and difficulties of change in organizational culture and human behavior.

Course Content

UNIT-I

14 Hours

Management: Nature, Scope and significance, Managerial processes. Functions of Management - planning, organizing, staffing, directing, and controlling. Contributions of Taylor, Gantt, Gilbreth, Fayol, Maslow, Herzberg, Likert and McGergor Managerial skills, and roles, systems, contingency and operational approaches in management.

UNIT-II

14 Hours

Functions of Management –Planning – Concept, Nature, Importance, Steps, Limitations, Management by Objectives, Organizing - Concept, Nature, Importance, Principles, Centralization, Decentralization, Organization Structures-Line and Staff Authority, Functional, Matrix, Geographical, New Forms of Organization, Staffing - Concept, Nature, Importance, Steps, Directing– Concept, Nature, Importance, Controlling - Concept, Nature, Importance, Process of controlling, Control Techniques, Evolution of management thought: Pre-Scientific Management, Classical theory, Neo-Classical or Behavioral Approach and Modern theory of Management approach.

UNIT – III

14 Hours

Leadership: styles – Continuum of leadership behavior – Managerial grid style-Life-Cycle or situational approach. Four systems of management leadership – leadership skills– Functions of a leader. Transactional Analysis – Johari window – Management of Stress. Organizational Development.

UNIT – IV

18 Hours

Organizational Behavior: Individual Behavior and Differences - Personality – Attitudes and Beliefs – Values - Perception – Perceptual Selectivity.

Group Dynamics: Group Behavior–Formation - Analyzing Work Groups. Conflict, Negotiation, and Inter-group Behavior - Management of Change – Resistance to Change. Motivation: Theories

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions, ICT based Learning.

Suggested Readings

- *Robbins P. Stephen. (2016). Organization Behavior. Pearson Education*
- *Luthans, Fred. (2019). Organizational Behavior. McGraw Hill Publication*
- *Prasad, L.M. (2019). Organizational Behavior. Sultan Chan & Sons*
- *Robbins, S. P, Judge. & T. A, Singh. (2020). Organizational Behavior. Pearson Education*
- *Aswath Appa, K. (2016). Organizational Behavior. Himalaya Publishing House*

Course Title: Managerial Economics**Course Code: MAG103**

L	T	P	Cr.
3	1	0	04

Total hours: 60**Learning Outcomes**

After completion of this course, the learner will be able to:

1. Assessing the skills of creating competitive strategies including costing, pricing, product differentiation, and market environment according to the natures of products and structure of the markets
2. Acquire skills about the costs of production and its effect on short term and long run decisions
3. Evaluate market models of perfect competition, monopoly, monopolistic competition, and oligopoly with respect to price determination
4. Analyzing skills about macroeconomic issues such as money, foreign exchange, inflation, unemployment, economic growth, and foreign trade

Course Content**UNIT I****17 Hours**

Nature and scope of managerial economics; alternative objectives of business firms. Law of demand, cardinal utility theory: law of diminishing marginal utility, law of equi-marginal utility; ordinal utility (indifference curve) technique and the theory of consumer choice; consumer surplus; price, income, and substitution effects. Demand elasticity's; demand estimation and forecasting; relationship between price elasticity and marginal revenue.

UNIT II**15 Hours**

Cost Analysis: Concept of cost and its types, cost output relationship in short and long period, supply curve; Is-quant curves. Concept of Revenue Pricing analysis: Market structures, Perfect Competition: Characteristics, Equilibrium Price, Profit Maximizing output in Short Run and Long Run. Monopoly: Characteristics, Equilibrium Price, Profit Maximizing output in Short Run and Lung Run, Price Discrimination.

UNIT III**14 Hours**

Imperfect Competition: Monopolistic Competition – Price output determination in short and long run, Product variation and selling expenses behavior. Oligopoly – Characteristics, Price Rigidity, products differentiation, break even analysis, and profit plans.

UNIT IV**14 Hours**

Price- output decision in multi-plant and multi-product firms; managerial theories of the firm. General pricing strategies; various pricing methods. Risk

analysis; investment and capital replacement decisions; vocational choice of a firm; measures of national income; business cycles; operative aspects of macroeconomic policies.

Transaction Mode

Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- *Jain, T R & Grover, M.L (2018). Micro Economics. VK Publications*
- *Houstonians, Anna (2019). Modern Microeconomics. Palgrave Macmillan*
- *Varshney, RL & Maheshwari, KL (2018). Managerial Economics. Sultan Chand & Sons, New Delhi*
- *Mote, Victor L, Paul, Samuel & Gupta, G (2017). Managerial Economics. McGraw Hill Education*
- *Jain, T R & Khanna, OP, (2018). Managerial Economics. VK Publications*

Course Title: Integrated Business Administration
Course Code: MAG104

L	T	P	Cr.
2	0	0	2

Total hours: 30

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the practices and functions of human resource management.
2. Evaluate the effectiveness of a marketing campaign in reaching the target audience and achieving the desired objectives.
3. Assessing the components of working capital and its management and analyzing financial plans to take various financial decisions.
4. Synthesize theoretical frameworks for analyzing international business environment.

Course Content

UNIT I

7 Hours

Human Resource Management and its role in organizations. Recruitment and selection, training and development, performance management, employee relations, and compensation. Effective human resource management strategies and practices to optimize organizational performance.

UNIT II

8 Hours

Marketing Management and its role in organizations. Marketing process and its key components. Importance of customer focus and value creation

UNIT III

7 Hours

Financial Management: Meaning, Nature and scope of finance Goals and objectives of financial management. Finance Functions-investment, financing and dividend decisions. Financial planning, interpreting financial data, and making informed financial decisions for businesses.

UNIT IV

8 Hours

International business and its significance in the global economy. Globalization and its impact on businesses. Market research and assessment of international market potential

Transactional Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

Suggested Readings

- K. Aswathappa, "Human Resource Management: Text and Cases," McGraw-Hill Education.
- P. Subba Rao, "Essentials of Human Resource Management and Industrial Relations," Himalaya Publishing House.
- V.S.P. Rao, "Human Resource Management: Text and Cases," Excel Books.
- Philip Kotler and Kevin Lane Keller, "Marketing Management," Pearson Education (Indian edition).
- Ramaswamy V.S. and Namakumari S., "Marketing Management: Global Perspective Indian Context," Macmillan Publishers India.
- I.M. Pandey, "Financial Management," Vikas Publishing House.
- M.Y. Khan and P.K. Jain, "Financial Management: Text, Problems, and Cases," McGraw-Hill Education.
- Prasanna Chandra, "Financial Management: Theory and Practice," Tata McGraw- Hill Education.
- P. Subba Rao, "International Business: Text and Cases," Himalaya Publishing House.
- Rakesh Mohan Joshi, "International Business," Oxford University Press.
- Francis Cherunilam, "International Business: Text and Cases," PHI Learning Pvt. Ltd.

Course Title: Soft Skills Training and Development Curriculum
Course Code: MAG110

L	T	P	Cr.
2	0	0	2

Total hours: 30

Learning Outcomes

Upon completion of this soft skills training and development program, participants will be able to:

1. To communicate effectively in various professional settings.
2. To Demonstrate strong interpersonal skills for successful teamwork.
3. To Adapt to change and manage stress in the workplace.
4. To Exhibit effective time management and organizational skills.
5. To Develop a growth mindset for continuous personal and professional improvement.

Course Content

UNIT I

8 hours

Effective Communication Skills

Introduction to Effective Communication, Understanding verbal and non-verbal communication. Presentation Skills: Developing engaging presentations. Overcoming public speaking anxiety. Interpersonal Communication: Building rapport and relationships

UNIT II

7 hours

Team Building Activities: Icebreakers and trust-building exercises. Effective Collaboration: Tools and strategies for remote collaboration. Conflict Management in Teams: Understanding and resolving conflicts.

UNIT III

8 hours

Adaptability and Stress Management

Embracing Change: Understanding the psychology of change. Stress Management Techniques: Identifying stressors and coping mechanisms. Emotional Intelligence: Understanding and managing emotions in the workplace.

UNIT IV

7 hours

Time Management and Personal

Time Management Strategies: Prioritization and goal setting. Techniques for overcoming procrastination. Goal Setting and Achievement: SMART goals and personal development plans.

References:

- Covey, S. R. (2018). "The 7 Habits of Highly Effective People."
- Dweck, C. S. (2016). "Mindset: The New Psychology of Success."
- Maxwell, J. C. (2018). "Leadershift: The 11 Essential Changes Every Leader Must Embrace."
- Pink, D. H. (2019). "Drive: The Surprising Truth About What Motivates Us."
- Goleman, D. (2020). "Emotional Intelligence: Why It Can Matter More Than IQ."
- Kabat-Zinn, J. (2013). "Full Catastrophe Living: Using the Wisdom of Your Body and Mind to Face Stress, Pain, and Illness."
- Katzenbach, J. R., & Smith, D. K. (1993). "The Wisdom of Teams: Creating the High-Performance Organization."
- Tjosvold, D. (2018). "Effective Teamwork: Practical Lessons from Organizational Research."
- Carnegie, D. (2016). "How to Win Friends and Influence People."
- Duarte, N. (2017). "Resonate: Present Visual Stories that Transform Audiences."

Course Title: Tax Structure & Filing**Course Code: MAG111**

L	T	P	Cr.
3	0	0	3

Total Hours: 45**Learning Outcomes**

On the completion of this course, students will be able

1. Gain insights on Terminology used in Income Tax and GST.
2. Apply necessary skills required for filing Income tax
3. Learn the mechanism of GST filing.
4. Understand the common practical issues pertaining to tax filing.

Course Content**UNIT I****09 Hours**

Basic Concepts: Tax-Meaning, Rationale, Classification – Direct and Indirect taxes, Benefits of paying tax, Assessment year and previous year, tax base, person, PAN, TAN, TIN, GSTIN, TDS Preparation of list of important terminologies of taxation

UNIT II**13 Hours**

Filing Income Tax: Tax filing is an obligation by law, Due date of filing tax returns, penalty on late filing of ITR, Forms – Eligible and non-eligible individuals for ITR-1 SAHAJ, Submission of ITR-1 SAHAJ form; ITR-2 Form – Eligibility and Non-eligibility, special concession for salaried personnel, compulsion of e-filing; ITR-3 Form – Eligible and Non eligible Assessee; ITR-4 Form - Eligible and Non-eligible Assessee, Filing ITR online.

Filing of ITR-1 online

UNIT III**11 Hours**

Filing GST: Meaning of GST Return, Types and Due Dates, Eligibility of GST Return, penalty on late filing of GST, regulating e-way bill, regulating e-commerce, TDS under GST, Audit in GST, Reversal and Reclaim of Input tax credit under GST, Filing GST return online.

Understanding of basics of GST

UNIT IV**12 Hours**

Issues in Tax Filing: Common Mistakes in tax filings, revising tax returns, filing revised tax returns, adjustment of arrears in tax filing, Dispute Resolution, Advance tax payment, Introduction to International Taxation and its filing, Filing of revised tax returns

Transaction Mode

Lecture, Practical, Tutorial, News and Articles, Problem-solving learning, Visualization, Group discussion, experiential learning, Active participation

and Inquiry-based learning.

Suggested Readings

- *Singhania, V. K. & Singhania, M. (2019). Students' Guide to Income Tax Including GST. Taxmann Publications.*
- *Sethi, S. (2019). Self-Preparation and Filing of Income Tax Returns by Individuals.*
- *Amazon Asia-Pacific Holdings Private Limited.*
- *Singhania, A. (2019). GST Audit & Annual Return. Taxmann Publications.*

Webliography

- <https://cleartax.in/s/income-tax>
- https://www.incometaxindiaefiling.gov.in/eFiling/Portal/StaticPDF/NMS_Step_By_Step_Guide.pdf

Course Title: Supply Chain Management
Course Code: MAG106

L	T	P	Cr.
2	0	0	2

Total hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Apply the concepts and processes of agricultural supply chain management.
2. Create an Analyzing of demand forecasting, inventory planning, sourcing decisions and IT enabled supply chain.
3. Analyze a framework for structuring supply chain drivers; network designs.
4. Acquire the skill to communicate effectively in a variety of formats

Course Content

UNIT I

13 Hours

Analyzing the Supply Chain, Supply Chain Management (SCM) - Present need, conceptual model of SCM, Evolution of SCM, Concept and significance of physical logistics and distribution system as applicable in agribusiness, Marketing and physical distribution process.

UNIT II

12 Hours

Planning Supply & Demand, Managing Economics of Scale, Managing Uncertainty. Determining Optimal Level of Product Availability, Elements of physical distribution system, transportation, and its relation to plant location, Warehousing and inventory.

UNIT III

10 Hours

Elements of physical distribution system, transportation, and its relation to plant location, Warehousing and inventory, Transportation, Facility Decision.

UNIT IV

10 Hours

Various models of supply chain management as followed by developed countries. Information Technology, Coordination, E- Business & the Supply Chain, Financial Evolution, Performance measurement and controls in supply chain management.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- Baso, R., & Wright, J. N. (2019). *Total supply chain management*. Routledge.
- Mangan, J., & Lalwani, C. (2016). *Global logistics and supply chain management*. John Wiley & Sons.
- Pagano, A. M., & Liotine, M. (2019). *Technology in Supply Chain Management and Logistics: Current Practice and Future Applications*. Elsevier.
- Christopher, M. (2017). *Logistics and supply chain management* (p. 12). Financial Times/Irwin Professional Pub.

Course Title: Seed Production & Certification**Course Code: MAG107**

L	T	P	Cr.
3	0	0	3

Total hours: 45**Learning Outcomes**

After completion of this course, the learner will be able to:

1. Acquire an Analyzing of seed development, germination, vigor, deterioration and the relationship between laboratory tests and field performance
2. Analyze the principles of seed production for agronomic and horticultural crops within and outside of the region of adaptation and the techniques used in seed conditioning
3. Evaluate skill about seed increase systems, seed testing and the laws and regulations related to marketing high quality seed.
4. Apply diversity and multicultural perspectives when making business decisions

Course Content**UNIT I****13 Hours**

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

UNIT II**12 Hours**

Types of Seed Programmed – Nucleus seed, Breeders seed, Foundation seed and Certified seed etc. Seed health and viability, Dormancy type, causes and treatment of breaking dormancy.

UNIT III**10 Hours**

Production of cereals, oil seeds & pulses seed, Certification, packaging & storage of seeds, viability & tests.

UNIT IV**10 Hours**

Seed Marketing; GM Crop seed, IPR, PBR, Patents and related issues and their impact on developing countries; Statutory intervention in the seed industry; Seed legislation and seed law enforcement Seed Legislation / patents / WTO Seed marketing, Field inspection.

Transaction Mode

Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- Zante's, J., Moschetti, D., & Schramm-Klein, H. (2017). *Strategic retail management*. Verlag Dr. Th. Gabler GWV Fatherlike GmbH, Wiesbaden (GWV).
- Ferine, J., & Sparks, L. (Eds.). (2018). *Logistics and retail management: emerging issues and new challenges in the retail supply chain*. Kogan page publishers.
- Bhatia, S. C. (2018). *Retail management*. Atlantic Publishers & Dist.
- Mathur, U. C. (2021). *Retail management: text and cases*. IK International Pvt Ltd.
- Berman & Evans. (2018). *Retail Management: A Strategic Approach*. Prentice Hall of India.

Course Title: Argo Input Industry**Course Code: MAG108**

L	T	P	Cr.
3	0	0	3

Total hours: 45**Learning Outcomes**

After completion of this course, the learner will be able to:

1. Analyze environment to conduct Argo business.
2. Examine micro and macro environmental forces and their impact on agribusiness.
3. Evaluate marketing environment and consumer behavior towards argo input industry.
4. Apply different concepts and working system of industry in context of agricultural inputs.

Course Content**UNIT I****10 Hours**

Agricultural input marketing – meaning and importance; Management of distribution channels for agricultural input marketing; Agricultural Inputs and their types – farm and non-farm

Storage, Handling, Hazard Symptoms, role of cooperative, public, and private sectors in Agri- input marketing.

UNIT II**12 Hours**

FCO Dealers Rules. Quality appraisal, Application principles. Export & Import. Terminology used in Trade

Unit III**10 Hours**

Management of Agrochemical Industry: Argo chemicals, Insecticides, Fungicides, and pesticides.

UNIT IV**13 Hours**

Farm Machinery- Production, supply, demand, marketing, and distribution channels of farm machines; Argo-industries Corporation and marketing of farm machines / implements/Equipment's.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- Koontz, H. & Wuthrich. (2015). *Horticulture Management*. 10 editions. New York McGraw Hill

- Stoner, J. etc. (2016). *Horticulture Management*. 6th Ed. New Delhi. Prentice Hall of India.
- J.D. Drilon Jr. (2019). *Introduction to Agribusiness Management*. New Delhi. Prentice Hall of India.
- John, N. David & Ray. (2020) *Concept of Agribusiness Management*. New York McGraw Hill
- Kenneth D. Dull. (2018). *Principles of Management in Agri-Business*. Western Publication.

Course Title: Food and Agricultural Marketing
Course Code: MAG109

L	T	P	Cr.
3	0	0	3

Total hours: 45

Learning Outcomes

After completion of this course, the learner will be able to

1. Analyze the fundamentals of food and agricultural marketing, including market dynamics, consumer behavior, and supply chain management in the agri-food sector.
2. Apply marketing research techniques to analyze market trends, identify target markets, and evaluate consumer preferences and demands in the context of food and agriculture.
3. Develop effective marketing strategies and tactics for agri-food products, including branding, pricing, promotion, and distribution, to reach target markets and achieve business objectives.
4. Evaluate and adapt marketing plans based on market feedback, competitive analysis, and emerging trends, to enhance the competitiveness and profitability of agri-food businesses.

Course Content

UNIT I

12 Hours

Food and Agricultural Marketing. Market dynamics and trends in the agri-food sector. Consumer behavior and decision-making in the context of food and agriculture. Supply chain management in the agri-food industry.

UNIT II

12 Hours

Marketing Research in the Agri-Food Sector: marketing research techniques for agri-food products. Data collection methods and analysis in the agri-food industry. Market segmentation and target marketing for agri-food products. Evaluating consumer preferences and demands in the agri-food market

UNIT III

13 Hours

Marketing Strategies for Agri-Food Products. Product development and branding in the agri-food industry. Pricing strategies and value proposition for agri-food products. Promotional strategies and communication channels for agri-food products. Distribution channels and logistics management in the agri-food sector.

UNIT IV

08 Hours

Monitoring and Adaptation of Marketing Plans: Evaluating marketing performance and effectiveness in the agri-food industry. Competitive analysis and market feedback for agri-food businesses. Responding to emerging trends and challenges in the agri-food market. Adapting marketing plans to

enhance competitiveness and profitability

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- *S.S. Acharya & N.L. Aggarwala, Agricultural Marketing in India - Oxford and IBH Publications*
- *Kusakabe - Ur - Rahman Rural Marketing in India - Himalaya publishing*
- *S.S.Chinna Agricultural Marketing in India - KALYANI publishers*
- *Publications of National Institute of Agricultural Marketing, Odisha*
Wikipediaing other websites on Agricultural Marketing

SEMESTER-II**Course Title: Strategic Management****Course Code: MAG201**

L	T	P	Cr.
4	0	0	4

Total hours: 60**Learning Outcomes**

After completion of this course, the learner will be able to

1. Evaluate various perspectives and concepts in the field of strategic management
2. Acquire skills for applying these concepts to the solution of business problems
3. Assess research and analytical skills by using both human and technological resources
4. Analyze expertise of linking theory and practice to develop strategic management tools to initiate and implement problem-solving processes.

Course Content**UNIT I****15 Hours**

Strategic Management Process: defining strategy, levels of approaches to strategic decision making, process of strategic management, roles of strategies, mission and objectives, strategic business unit, Environment – concept, components, and appraisal. Strategic Alliances: Introduction, Strategic Alliances, Types of Strategic Alliances and Business Decisions, Problems Involved in Strategic Alliances.

UNIT II**13 Hours**

Organization appraisal and strategy formulation: organizational dynamics and structuring organizational appraisal, SWOT analysis formulation – corporate level strategies and business strategies, strategy analysis and choice – the process, BCG matrix, GE matrix, SPACE approach, QSP matrix and strategic plan.

UNIT III**15 Hours**

Role of Creativity and Innovation in Business: Concept, Creativity, Innovation, Creating and Building Creative and Innovative Business Culture, Business Practices Adopted to Promote Creativity and Innovation, Importance of Creativity and Innovation in Business, Challenges Involved in Creativity, and Innovation.

Strategy implementation: aspects, structures, design, and change; behavioral implementation – leadership, culture, value, and ethics.

UNIT IV**17 Hours**

Functional implementation: functional strategies, plans and policies; marketing; financial, personal, operations, its plans, and policies;

Strategic evaluation and control – an overview of strategic evaluation and control, techniques of strategic evaluation and control. Business Ethics and Corporate Social Responsibility: Ethics and Values, Ethical Conduct and Unethical Conduct, Impact of Ethical Conduct, Corporate Social Responsibilities (CSR), Business obligations, Social Audit and Corporate Governance

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- Freeman, R. E. & Gilbert D.R. (2018). *Corporate strategy and the search for ethics*. Englewood Cliffs, NJ: Prentice Hall.
- Jouch & Gluick. (2017). *Strategic Management & Business Policy 3/e*. Tata Mc Graw-Hill
- Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2017). *Strategic management and business policy* (Vol. 55). Boston, MA: pearson.
- Rao, C. A., Rao, B. P., & Sivarama krishnan, K. (2019). *Strategic management and business policy*. Excel Books India.
- Kazmi, A. (2016). *Business policy*. Tata McGraw-Hill.

**Course Title: Quantitative Techniques and
Operation Research**
Course Code: MAG202

L	T	P	Cr.
3	1	0	4

Total hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the source of a quantifiable problem, Analyze the issues involved and produce an appropriate action plan.
2. Acquire skills to identify simple and multiple regression models to analyze the underlying relationships between the variables
3. Apply quantitative tools in solving typical operations domain problems
4. Evaluate the skills to improve the productivity of the organization by using operation research techniques.

Course Content

Unit-I

17 Hours

Different measures of Central Tendency: Arithmetic Mean, Geometric Mean, Harmonic Mean, Median and Mode, Measures of Dispersion: Range, Quartile Deviation, Mean Absolute Deviation, and Standard Deviation).

Skewness: meaning and co-efficient of Skewness.

UNIT II

15 Hours

Correlation analysis: types of correlation, Karl Pearson's coefficient of correlation and spearman's rank correlation.

Regression analysis: two lines of regression; relationship between correlation and regression co-efficient.

UNIT III

13 Hours

Operations Research: Evolution, methodology and role in managerial decision making; Linear programming: assumptions, advantages, scope, and limitations; Formulation of problem and its solution by graphical and simplex methods;

Special cases in simplex method: in feasibility, degeneracy, unboundedness and multiple optimal solutions; duality.

UNIT IV

15 Hours

Transportation problems including transshipment problems;

Special cases in transportation problems: unbalanced problems, degeneracy, maximization objective and multiple optimal solutions; assignment problems including traveling salesman's problem. Special cases in assignment problems: unbalanced problems, maximization objective and multiple optimal solutions.

Transaction Mode

Group discussion, Experiential learning, Brain storming, Active participation, Flipped teaching

Suggested Readings

- Siegel, Andrew F. (2019). *Practical Business Statistics*. McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. & Levine, D.M. (2018). *Business Statistics: A First Course*. Pearson Education.
- Mittal, K.V. (2020). *Optimization Methods in Operations Research and System Analysis*. New Age International (P) Ltd., New Delhi
- Sharma, S.D., (2021) "Operations Research", Kedar Nath and Ram Nath, Meerut.
- Yadav, S.R. (2014). *Operation Research*. Oxford University Press.

Course Title: Production & Operations Management
Course Code: MAG204

L	T	P	Cr.
4	0	0	4

Total hours: 60

Learning Outcomes

After completion of this course, the learner will be able to

1. Apply the concept of materials flow, replenishment with reference to operations.
2. Acquire the skills to eliminate wastage of time, labor, and money through inventory management.
3. Analyze the Network Design and Logistics Management of a firm.
4. Evaluate capacity planning, inventory management and supply chain management in decision making.

Course Content

UNIT I

13 Hours

Production and operations management; its functions and relationship with other functional areas. Facility location decision, layout decision, product, and process layout.

UNIT II

17 Hours

Capacity planning. Production planning and control: Planning, scheduling, routing etc. Assembly line balancing. Work Study: Method study and time study, Work simplification.

UNIT III

13 Hours

Inventory Management: ABC analysis and basic model of EOQ(carrying, ordering and shortage costs). Supply Chain Management.

UNIT IV

17 Hours

Basic concepts of maintenance management and preventive management. Statistical quality control and acceptance sampling. Latest Concepts: JIT, computer aided manufacturing, TQM and ISO quality systems.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- Chase, R.B., Aquilano, N.J., & Jacobs, F.R. (2018). *Production and operations management: Manufacturing and services*. McGraw Hill Education

- *Bhat Aswathappa. (2019). Production and Operation Management. Himalaya Publishing House*
- *Adam, E.Everett & Ebert,J .Ronald.(2018). Production and Operations Management. Prentice HallIndia*
- *Stevenson, J.William.(2018). Operation Management. McGrawHill Education*
- *Chary, S.N.(2018). Production and operations management. McGrawHill Education.*

Course Title: Entrepreneurship Development**Course Code: MAG210**

L	T	P	Cr.
2	0	0	2

Total Hours: 30**Learning Outcomes:**

1. Grasp of the concepts, theories, and principles of entrepreneurship, including the importance of innovation, risk-taking, and value creation.
2. Ability to identify and evaluate potential business opportunities in various market contexts, including emerging trends, consumer needs, and gaps in the market.
3. Proficiency in developing comprehensive business plans, including market analysis, financial projections, marketing strategies, and operational plans.
4. Fostering a mindset of innovation and creativity to continuously adapt, improve, and differentiate products, services, and processes in response to changing market dynamics.

Course Content**UNIT I****8 Hours**

Introduction to Entrepreneurship Introduction, Concept of Entrepreneur, Entrepreneurship and Enterprise, Definition of Entrepreneurship, Objectives of Entrepreneurship Development, Phases of Entrepreneurship Development.

UNIT II**7 Hours**

Role of Entrepreneurship, the Entrepreneurial Mindset, Characteristics of Entrepreneurship, Traits of Entrepreneurship, Introduction to Entrepreneurship Skills.

UNIT III**8 Hours**

Entrepreneurship Development Skills Meaning of Entrepreneurship skill, Types of Entrepreneurship Skills: Business management skills, Teamwork and leadership skills, Communication and listening, Customer service skills, Financial skills, Analytical and problem-solving skills, Critical thinking skills, Strategic thinking and planning skills, Technical skills.

UNIT IV**7 Hours**

Time management and organizational skills, Branding, marketing and networking skills, How to improve entrepreneurial skills, Entrepreneurial skills in the workplace, Entrepreneurial Imagination and Creativity.

Suggested Readings:

- Robert Hisrich and Michael Peters, Entrepreneurship, Tata Mc Graw– Hill
- Vasant Desai, Entrepreneurship
- Marc J Dollinger, Entrepreneurship – Strategies and Resources, Pearson Education.

Course Title: Business Communication for Managerial Effectiveness
Course Code: MAG211

L	T	P	Cr.
2	0	0	2

Total hours: 30

Learning Outcomes

After completion of this course, the learner will be able to:

1. Evaluate positive group communication exchanges
2. Acquire the capability to respond effectively to cultural communication differences.
3. Apply the proficient in Analyzing of opportunities in the field of communication.
4. Develop competence in oral, written, and visual communication.

Course Content

UNIT I

7 Hours

Basic Communication; Basic forms of Communication, Self-development, and Communication, developing positive personal attitudes, whole communication.

Principles of effective communication, informal and formal communication networks, grapevine, and communication barriers, improving communication.

UNIT II

8 Hours

Principles of Effective Communication: Concepts. Writing Skills: Planning business messages, rewriting, editing, first draft, reconstruction of final draft, business letters, memos format and appearance, request letters, good news and bad news letters, persuasive letters, sales letters, etc.

UNIT III

8 Hours

Principles of effective listening, factors affecting listening, listening exercises—oral, written and video sessions.

Modern Forms of Communication & Report Writing: Telex, Fax, Telegram, e-mails, and Teleconferences.

UNIT IV

7 Hours

Introduction to proposals, short reports and formal reports, report presentation on any chosen topic, oral presentations, principles of oral presentations, factors affecting presentations, sales presentation, resume writing.

Non-verbal aspects of communication.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

Suggested Readings

- *Murphy, Herat A. and Peck, Charles E., "Effective Business Communication," 2nd end,*
- *Tata McGraw Hill, New Delhi*
- *Pearce, C Glenn etc., "Business Communication: Principles and Application," 2nd ed., 1988, John Wiley, New York*
- *Trice, Maria," Successful Business Communication," 3rd Ed, 1987, Ally and Bacon, Boston.*
- *Hewing, Martin, "Advanced English Grammar," Cambridge University Press*

Course Title: Information Technology**Course Code: MAG205**

L	T	P	Cr.
0	0	4	2

Total hours: 60**Learning Outcomes**

After completion of this course, the learner will be able to:

1. Analyze the current issues of information technology and relate those issues to the firm.
2. Assessing impact of information technology on firms
3. Evaluate the role of information technology and information system in business.
4. Apply the working knowledge of concepts and terminology related to information technology

Course Content**UNIT I****13 Hours**

Computer & Control Panel: Explorer, Drives and Installing New Hardware. Exercise on MS Word: Document Creation & Editing, Printing, Table and Mail Merge. Exercise on MS Excel: Creating Work book, Printing and Chart.

UNIT II**17 Hours**

Internet Browsing & E-mail: Internet Explorer, Browsing Site, Creating Email Address and Compose / Attachment /Signature. Web Site & Search Engine: Google.com, India Results.com and Other Important Sites. Application of Information Technology.

UNIT III**13 Hours**

MS Access: Creating database, adding, deleting, and moving records. Querying: creating, saving, and editing. Creating and using forms, creating, and printing reports.

UNIT IV**17 Hours**

HTML: Build a simple HTML document, tables, frames, links, adding multimedia documents, and homepage. Exercise on MS PowerPoint: Crating Presentation, Animation and Slide Show. Web Designing in HTML, Internet Surfing.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

Suggested Readings

- McKeown. (2015). *Information technology and the networked economy*.
- Miller. (2018). *Data and Network Communication*. Vikas Publishing House. New Delhi
- Lucas, H.C. (2020). *Information technology for management*. McGraw-Hill.

Course Title: Advance Food Processing**Course Code: MAG206**

L	T	P	Cr.
3	0	0	3

Total hours: 45**Learning Outcomes**

After completion of this course, the learner will be able to:

1. Apply different concepts and working system of industry in context of agricultural inputs.
2. Evaluate the environment of export & import implications for agricultural inputs
3. Analyze the areas of concern in the processing of meat products, in relation to process control, undesirable microbes and export.
4. Acquire the skill of the processing techniques used to produce a variety of milk products.

Course Content**UNIT I****13 Hours**

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

UNIT II**12 Hours**

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

UNIT III**10 Hours**

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

UNIT IV**10 Hours**

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

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- *John, David N. & Ray. (2021). Concept of Agribusiness Management. Western Publication*
- *D. Dull Kenneth. (2018). Principles of Management in Agri-Business. Western Publication*
- *National Academies of Sciences, Engineering, and Medicine. (2019). Science breakthroughs to advance food and agricultural research by 2030. National Academies Press.*
- *Aguilera, J. M., & Stanley, D. W. (2021). Micro structural principles of food processing and engineering. Springer Science & Business Media.*

Course Title: Commodity Trading**Course Code: MAG207**

L	T	P	Cr.
3	0	0	3

Total hours: 45**Learning Outcomes**

After completion of this course, the learner will be able to

1. Acquire skill about history of commodity markets and role of stock exchange.
2. Evaluate rural economic development and infrastructure growth with associated risk.
3. Analyze the importance of risk analysis before investing in commodity market.
4. Apply the movements and trends of the commodity market in real life.

Course Content**UNIT I****10 Hours**

History and evolution of commodity markets. Commodities Future Market. Trading, Sourcing Procurement.

UNIT II**12 Hours**

Economic Functions of commodity exchanges, Foreign Exchange. Role of Exchanges (MCX, NCDEX), Hedging and Speculation, Arbitrage

UNIT III**13 Hours**

Future trading and Future contract. Role of commodity trading in rural economic development and infrastructure growth

UNIT IV**10 Hours**

Risk Factors in Commodity Trading, Importance and need for risk management measures. Managing Commodities.

Transaction Mode

Cooperative learning, Inquiry based learning, Panel Discussions, Group Discussions, Brain storming, Active participation, Mentee Meter, Quiz, Open talk, Question

Suggested Readings

- Kaufman PJ. (2018). *The Concise Handbook of Futures Markets*. John Wiley & Sons.
- Leuthold RM, Juncus JC & Cordier JE. (2019). *The Theory and Practice of Futures Markets*. Lexington Books.
- Lofton T. (2017). *Getting Started in Futures*. 3rd Ed. John Wiley & Sons.
- Purcell WD. (2021). *Agricultural Futures and Options: Principles and Strategies*. Macmillan Publ. Wendorff RR & McCafferty.

Course Title: Rural Development and Agri-Entrepreneurship
Course Code: MAG208

L	T	P	Cr.
3	0	0	3

Total hours: 45

Learning Outcomes

After completion of this course, the learner will be able to

1. Evaluate and Analyze principles and theories of rural development and Agri-entrepreneurship, including key concepts, models, and strategies.
2. Apply critical thinking and problem-solving skills to identify and evaluate opportunities for Agri-entrepreneurship in rural areas, considering market demands, resources, and socio-economic factors.
3. Analyze and evaluate different business planning, financial management, and marketing strategies to effectively establish and manage Agri-entrepreneurial ventures in rural contexts.
4. Synthesize sustainable and inclusive approaches to rural development, integrating social, environmental, and cultural dimensions, to enhance the overall well-being of rural communities and promote long-term growth.

Course Content

UNIT I

10 Hours

Rural Development: Concepts, Nature, Scope and Significance, History of Rural Development. Approaches and Strategies: Rural Reconstruction Approach, Area- Specific and Target Group Oriented Approach and Economic Development with Social Justice Approach. Theories of Rural Development: Historical-Materialist Marxian Theory, Gandhian-Sarvodaya Theory and Theories of Balanced and Unbalanced Growth.

UNIT II

11 Hours

Policy and Programmed for Rural Development: With Special Reference to Community Development Programmed, IRDP from 1952 to 2012, NRESA, SGSY and NRLM. Planning for Rural Development: Rural Development planning at the national and State level with reference to Maharashtra, Micro-level planning: Concept and Significance and District level planning machinery.

Development Administration in Rural Development: Administrative machinery at the State, District, Tehsil and Village level and People's participation in development process

UNIT III

12 Hours

Agri-Entrepreneurship: scope, and importance. Identifying agripreneurial opportunities. Business planning and development. Financing agripreneurial ventures

UNIT IV**12 Hours**

Agri-entrepreneurial Skills and Strategies, Innovation and technology adoption in agriculture. Supply chain management in Agri-entrepreneurship. Marketing and branding in Agri-entrepreneurship. Risk management and sustainability

Transaction Mode

Cooperative learning, Inquiry based learning, Panel Discussions, Group Discussions, Brain storming, Active participation, Mentee Meter, Quiz, Open talk, Question

Suggested Readings

- Desai, Vasant, *Rural Development: Issues & Problems, Vo. I*, Himalaya Publishing House, 2015.
- Desai Vasant, *Fundamentals of Rural Development: A Systems Approach*, Himalaya Publishing House, 2017.
- Reddy, Venkata, *Rural Development in India, Poverty and Development, Its Ed.*, Himalaya Publishing House, 2012.
- Maheshwari, S.R., *Rural Development in India*, Sterling Publishers Pvt. Ltd.

Course Title: Plantation Management**Course Code: MAG209**

L	T	P	Cr.
3	0	0	3

Total hours: 45**Learning Outcomes**

After completion of this course, the learner will be able to:

1. Evaluate the plant vegetative and reproductive structures.
2. Analyze principles, processes and functions of plant growth and reproduction, including photosynthesis, respiration, transpiration, vegetative growth and reproductive growth, fertilization, and fruit formation
3. Acquire the skills in production, processing, marketing, and finance management in the plantation sector
4. Apply their knowledge to solve problems related to plant growth, crop production and natural resource management

Course Content**UNIT I****13 Hours**

Current scenario of major plantation industries in India, plantation field. Operations in estates of Tea, Coffee, Rubber, Spices, etc., (cultivation, harvest management, post-harvest management), manufacturing/processing operations in estates, quality control aspects

UNIT II**12 Hours**

Estate management and labor relations, legal aspects of plantation business. Sustainable management in terms of environmental, social, and economic aspects. Managing technological innovation in terms of cultivation and processing in Tea, Coffee, Rubber, Spices, and other relevant plantation crops.

UNIT III**10 Hours**

Marketing of plantation crops marketing channels, Product development, branding, pricing and promotion, export environment for plantation crops, logistics management-purchase, stores, and transport.

UNIT IV**10 Hours**

Financial management in plantations, cost-volume-profit analysis, relevant promotional agencies and cooperatives, problems, and prospects of the major plantation sectors.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute.

Suggested Readings

- *Tiffin, M., & Mortimore, M. (2020). Theory and Practice in Plantation Agriculture. Boulder: Westview Press.*
- *Banerjee, G., & Banerjee, S. (2018). Sustainable tea plantation management. International Book Distributing Co., Pub. Division.*
- *Kumari, P. S. (2019). Advances in the Diseases of Plantation Crops and Spices.*

SEMESTER- III**Course Title: Research Methodology****Course Code: MAG301**

L	T	P	Cr.
3	0	0	3

Total hours: 60**Learning Outcomes**

After completion of this course, the learner will be able to

1. Evaluate the research process, including the identification of research problems, formulation of research questions, and the steps involved in designing, conducting, and reporting research studies.
2. Apply appropriate research design and sampling techniques based on the research objectives, ensuring the selection of suitable methods for data collection and analysis.
3. Analyze and interpret research data using both quantitative and qualitative techniques, including descriptive and inferential statistics, thematic analysis, and content analysis.
4. Assess the ethical considerations involved in conducting research, including obtaining informed consent, ensuring participant confidentiality, and maintaining integrity in data collection and reporting.

Course Content**UNIT I****16 Hours**

Research: Nature, Purpose, and Scope, Importance of research in various fields, Characteristics of good research. Research Process: Steps and Components Identification of research problem, Formulation of research objectives and questions, Literature review and theoretical framework, Research design and methodology, Data collection and analysis, Interpretation and reporting of results, Ethical considerations in research

UNIT II**14 Hours**

Research Design: Types and Selection, Experimental, quasi-experimental, and non-experimental designs, Cross-sectional and longitudinal designs, Case study, survey, and ethnographic designs. Sampling Techniques: Principles and Methods, Probability sampling techniques (simple random sampling, stratified sampling, cluster sampling), non-probability sampling techniques (convenience sampling, purposive sampling, snowball sampling), Sample size determination

UNIT III**15 Hours**

Data Collection Methods: Questionnaires and surveys, Interviews (structured, semi-structured, and unstructured), Observations (participant and non-participant). Data Analysis Techniques: Descriptive statistics (measures of central tendency and variability), Inferential statistics

(hypothesis testing, correlation, regression), Qualitative data analysis (thematic analysis, content analysis)

UNIT IV**15 Hours**

Research Ethics: Ethical considerations in research involving human participants, Informed consent and confidentiality, Integrity, and responsible conduct of research. Research Reporting and Presentation: Writing a research proposal, Structure and format of a research report, Effective presentation of research findings, Publication, and dissemination of research results.

Transaction Mode

Face-to-face classroom instruction, offline synchronous sessions, online asynchronous discussions, Individual research projects, Group discussions and presentations, Practical exercises, and data analysis tasks

Course Title: Research Proposal
Course Code: MAG398

L	T	P	Cr.
0	0	8	4

Learning Outcomes

After completion of the course, the learner will be able to

1. Get deep insights to collect, review and analyze the related literature.
2. To apply the knowledge to formulate hypothesis & design research process.
3. Find the research titles which are significant, applicable and researchable.
4. Interpret the findings to design statistical strategies & write references, bibliography and webliography.

Course Content

A research proposal contains all the key elements involved in the research process and proposes a detailed information to conduct the research.

The students are supposed to prepare the research proposal of any research area of their choice following these steps:

1. Selection of topic
2. Significance of the research area
3. Formulation of hypothesis/Research questions
4. Review of related literature
5. Method & Procedure (Includes sampling & design)
6. Data collection and proposed statistical analysis
7. Delimitations
8. Reference/Bibliography

Evaluation

The students will have to complete the writing process of each topic given above within one week, which will be evaluated at the end of every week. It will consist of 8 marks each. The final proposal shall be of 15 marks, Viva 16 marks and attendance 5 marks.

Transaction Mode

Collaborative learning, Group Discussion, E team Teaching, Activities, Assessments, Collaborative teaching, Peer Teaching, Video Based Teaching, Quiz, Open talk, E team Teaching, Case analysis, Flipped Teaching.

Course Title: Ethics & IPR**Course Code: MAG303**

L	T	P	Cr.
2	0	0	2

Total hours: 30**Learning Outcomes**

After completion of this course, the learner will be able to

1. Assess the ethical principles and their application in various contexts, including business, technology, research, and professional practice.
2. Analyze ethical issues and dilemmas related to intellectual property rights, technology development, and the digital era.
3. Evaluate the legal framework and concepts of intellectual property rights, including patents, copyrights, trademarks, and their implications in innovation and creativity.
4. Develop ethical decision-making skills and strategies to navigate complex ethical challenges in business, technology, research, and professional settings.

Course Content**UNIT I****7 Hours**

Ethics and IPR: Importance and ethical principles. Intellectual Property Rights: Types of IPR, significance, and legal framework. Ethical Decision-Making in Business: Ethical theories and frameworks. Ethical Issues in Technology: Privacy, security, artificial intelligence, and digital rights

UNIT II**8 Hours**

Patents: Concept, patentability, and patent infringement. Copyrights: Scope, protection, and fair use. Trademarks: Registration, infringement, and brand protection. Research Ethics: Responsible conduct of research, plagiarism, and data integrity

UNIT III**8 Hours**

Digital Ethics: Privacy, data protection, cybersecurity, and online ethics. Ethical Issues in the Use of Artificial Intelligence (AI) and Big Data. Ethical Leadership: Traits, responsibilities, and ethical decision-making in leadership roles. Professional Ethics: Ethical codes and standards in various professions

UNIT IV**7 Hours**

Bioethics: Ethical considerations in genetic engineering, human subjects research, and healthcare delivery. Ethical Issues in Healthcare: Patient rights, end-of-life decisions, and access to healthcare. Technology Transfer: Licensing, commercialization, and intellectual property valuation. Open Source and Open Innovation: Ethical considerations and impact on innovation

Transaction Mode

Lectures, Discussions, Workshops, Case Studies, Research Proposal, Presentations, Practical Exercises, One-on-One Consultations

Suggested Readings

- Velasquez, M. G. (2017). *Business Ethics: Concepts and Cases*. Pearson.
- Lawrence, A. T., & Weber, J. (2017). *Business and Society: Stakeholders, Ethics, Public Policy* (15th ed.). McGraw-Hill Education.
- Beauchamp, T. L., & Bowie, N. E. (2018). *Ethical Theory and Business* (9th ed.). Pearson.
- Kizza, J. M. (2017). *Ethical and Social Issues in the Information Age*. Springer.
- Patterson, D. (2017). *Ethics in Business: A Guide for Managers*. Routledge.
- Wailed, C., Kheira, S., & Cornwell, J. (2020). *Contemporary Intellectual Property: Law and Policy* (5th ed.). Oxford University Press.

Course Title: PROFICENCY IN TEACHING**Course Code: MAG397**

L	T	P	Credits
2	0	0	2

Total Hours: 30**Learning Outcomes**

After completion of this course, the learner will be able to:

1. Design the learner-centered instructional plans and learning outcomes.
2. Apply innovative teaching strategies and technologies to engage learners.
3. Analyze the different assessment methods to evaluate student learning.
4. Reflect on teaching experiences and continuously improve teaching practices.
5. Develop effective communication and classroom management skills.

Course content**UNIT I****10 Hours**

Overview of the course and its objectives – Specify 1-2 theories or give overview of theories of learning for teaching - Understanding the role of the teacher and student in the learning process - Writing clear and measurable learning outcomes -

Meaning Nature, definition, scope, and importance Pedagogy, Andragogy, and Heutagogy – Skills-based approach to teaching (Teaching skills), Micro-teaching, Macro teaching. Methods and approaches of teaching - CAM, Structure-function approach, Synthetic and Analytic approach, Jurisprudential inquiry model

UNIT II**6 Hours**

Understanding the diverse needs and backgrounds of learners - Creating an inclusive and supportive learning environment - Facilitating active learning and student engagement strategies

Lectures, discussions, and demonstrations - Group work, collaborative learning, and cooperative learning - Problem-based learning, case studies, and simulations

UNIT III**7 Hours**

Integrating technology tools into instruction – Online, blended learning, flipped learning, and M-learning approaches - Using educational software and platforms effectively

Formative and summative assessment methods – Difference between Assessment, Evaluation and Measurement, E-assessment tools,

UNIT IV**7 Hours**

The importance of reflective practice in teaching - Self-assessment and evaluation of teaching effectiveness –Need for Professional development -

Teaching in multicultural and international classrooms - Culturally responsive teaching practices

Meaning, Definition of teaching model - Assumptions, Importance, Role, and type of teaching models. Historical teaching model, Philosophical model of teaching

Transaction Mode

Discussions, Case Studies, Microteaching, Classroom Observations, Peer Teaching: Video Analysis, Role-Playing, Lecture-cum-demonstration, Classroom Simulations, Reflective Journals/Blogs, Teaching Portfolios and Technology Integration, Flipped Teaching

Suggested Readings

- Ali, L. (2012). *Teacher education*. New Delhi: APH Publishing Corporation.
- Anandan, K. (2010). *Instructional technology in teacher education*. New Delhi: APH Publishing Corporation.
- Bruce R Joyce and Marsha Weil, *Models of Teaching*, Prentice Hall of India Pvt Ltd, 1985.
- Chalan, K. S. (2007). *Introduction to educational planning and management*. New Delhi: Anmol Publications Pvt. Ltd.
- Chand, T. (2008). *Principles of teaching*. New Delhi: Anmol Publications Pvt. Ltd.
- Chiniwar, P. S. (2014). *The technology of teaching*. New Delhi: Anmol Publications Pvt. Ltd.
- Curzon, L. B., & Tummons, J. (2004). *Teaching in future education*. U.S.A: Bloomsbury Academic Publications.
- Das, R.C. (1993): *Educational Technology – A Basic Text*, Sterling Publishers Pvt. Ltd.
- Evaut, M. *The International Encyclopedia of Educational Technology*.
- Gage N L, *Handbook of Research on Teaching*, Rand Mc Nally and Co., Chicago, 1968.
- Graeme, K. (1969): *Blackboard to Computers: A Guide to Educational Aids*, London, Ward Lock.
- Haas, K.B. and Packer, H.Q. (1990): *Preparation and Use of Audio Visual Aids*, 3rd Edition, Prentice Hall, Inc.
- Haseen Taj (2006): *modern Educational Technology*, Agra: H.P Bhargava Book House.
- Jarvis, M. (2015). *Brilliant ideas for ICT in the classroom*. New York: Routledge Publications.

Course Title: Service Learning**Course Code: MAG396**

L	T	P	Credits
0	0	4	2

Learning Outcomes

On the completion of the course, the students will be able to

1. Participate in community activities to establish connections and build relationships.
2. Evaluate community needs through conversations with community members.
3. Develop and implement initiatives that address community needs.
4. Reflect on personal growth, community impact and ethical considerations related to service activities.

Course Content

This course aims to engross students in meaningful service-learning activities that foster community linking. Students will actively participate in community-based projects, collaborate with community members and organizations and reflect on the impact of their service activities. Through this experiential learning approach, students will develop a deep understanding of community needs, build relationships with diverse stakeholders and contribute to community development.

In this course, students are expected to be present in the community throughout the semester and reflect on their experiences regularly after working with them. The students will use experiential learning for providing service learning. They will be able to analyse and have understanding of the key theoretical, methodological and applied issues.

Select 10 community related activities which are to be performed in nearby villages. Students in groups of 8-10 shall work on one activity.

Evaluation Criteria

1. Every activity shall be evaluated on the same day out of 10 marks.
2. Total 10 activities out of 100 shall be evaluated and submitted to Examination branch.

Activity Evaluation

1. Type of activity- 2 marks
2. Participation of student- 2 marks
3. Engagement in the activity- 2 marks

4. Outcome of the activities- 2 marks
5. Attendance- 2 marks

Transaction Mode

Problem-solving learning, Blended learning, Gamification, Cooperative learning, Inquiry-based learning, Visualization, Group discussion, Experiential learning, Active participation

Course Title: Computer Applications in Research**Course Code: MAG312**

L	T	P	Credits
0	0	4	2

Total hours: 60**Learning Outcomes**

After completion of the course, the learner will be able to

1. Analyze the hardware, software, components of a network and the interrelations.
2. Evaluate networking protocols and their hierarchical relationship to compare protocol models and select appropriate protocols for a particular design.
3. Acquire the skill to manage multiple operating systems, systems software, network services and security to evaluate and compare system software and emerging technologies
4. Apply solutions for networking and security problems, balancing business concerns, technical issues, and security

Course Content**Networking and System Management**

Hardware, software, and network components and their interrelationships. Networking protocols and select appropriate ones for specific design scenarios. Operating systems, system software, and network services. Networking and security problems, considering performance and security balance.

Transaction Mode

Problem-solving learning, blended learning, Gasification, Cooperative learning, Inquiry-based learning, Visualization, Group discussion, experiential learning, Active participation

Evaluation Criteria:

- A. First Practical (Unit-I): 20 Marks
- B. Second Practical (UNIT II): 20 Marks
- C. Third Practical (UNIT III): 20 Marks
- D. Fourth Practical (UNIT IV): 20 Marks
- E. Final Practical at end of the semester (Comprehensive practical): 20 Marks.

Course Title: Industrial Training/Internship (4 weeks)**Course Code: MAG397**

L	T	P	Credits
0	0	0	4

Learning Outcomes

After completion of the course, the learner will be able to

1. Discover practical work experience in their field of study and analyze the application of theoretical knowledge in real-world situations.
2. Develop students' professional skills such as communication, time management, teamwork, and problem-solving skills
3. Evaluate job opportunities and gain insights into the industry.
4. Analyze the different career paths available to them in their field of study.

Course Content

The Internship course is a 4-week program that offers students or recent graduates the opportunity to gain practical work experience in their field of study. The course is designed to provide students with hands-on experience working in a professional environment, allowing them to apply their knowledge and skills to real-world situations. Through this program, students will have the opportunity to work with experienced professionals and gain exposure to various industries, while also developing their communication, time management, and teamwork skills.

Transaction Mode

Peer Demonstration, Field Visit, Role Play

Evaluation Criteria

- A. First Week Attendance and Report taken from industry where internee joins: 10 Marks
- B. Second Week Attendance and Report taken from industry where internee joins: 10 Marks
- C. Third Week Attendance and Report taken from industry where internee joins: 10 Marks
- D. Fourth Week Attendance and Report taken from industry where internee joins: 10 Marks
- E. Internship completion certificate duly stamped and signed from industry where internee joins: 10 Marks
- F. Viva Voce (Department will held it with one external expert): 20 Marks
- G. Submission of Training report: 10 Marks

Course Title: Fundamentals of Agricultural Marketing**Course Code: OEC040**

L	T	P	Credits
2	0	0	2

Total Hours: 30**Learning Outcomes:**

After completion of the course, the learner will be able to

1. Know the kinds of agricultural products and their movement
2. Understand the types, structure and functioning of agricultural marketing system
3. Comprehend related skills and apply them in sample situations
4. Extend this knowledge and skills to their production/consumption environment

Course Content:**UNIT I****7 Hours**

Introduction of Agriculture and agricultural products (including agriculture, horticulture, sericulture, floriculture, aquaculture- genetic culture and dairy product) - Agricultural Marketing - Role of marketing - Concepts - Goods and services - Movement of product from farm to consumer –Middlemen – Moneylenders - Types of agricultural markets (basic classification).

UNIT II**7 Hours**

Agricultural Marketing - Role of marketing - Concepts - Goods and services - Movement of product from farm to consumer –Middlemen – Moneylenders - Types of agricultural markets (basic classification).

UNIT III**8 Hours**

Basic structure and facilities of an agricultural market – Primary, secondary and tertiary markets–Functioning of Market Yards–Market information – Rythu Bharosa Kendras (RBK) – Govt market policies and regulations- Contract farming - Govt Apps for marketing of agri products.

UNIT IV**8 Hours**

Planning production – assembling – grading - transportation– storage facilities. Price fixation. Dissemination of market information –and role of ICT. Marketing - Mix- Product element- Place element- Price element- Promotion element. Selection of target market. Government programs in support of Agricultural marketing in India.

Transaction Mode

Lectures, Discussions, Workshops, Case Studies, Research Proposal, Presentations, Practical Exercises, One-on-One Consultations

References:

- S.S.Acharya&N.L.Agarwala, Agricultural Marketing in India - Oxford and IBH Publications
- K.S.Habeeb - Ur - Rahman Rural Marketing in India - Himalaya publishing
- S.S.Chinna Agricultural Marketing in India - KALYANI publishers
- Publications of National Institute of Agricultural Marketing, Odisha
- Kulkarni, K R.1964, Agricultural Marketing in India. The Co-operators Books Depot, Mumbai. ·
- Mamoria, C.B. and Joshi. R L.1995, Principles and Practices of Marketing in India, Kitab Mahal, Allahabad ·
- Mamoria, C.B., 1973., Agricultural Problems in India, Kitab Mahal, Allahabad.
- Subba Reddy, S., P.Raghu Ram., P. Sastry, T.V.N. and Bhavani Devi I. 2010.
- Agricultural Economics., Oxford & IBH Publishing Company Private Ltd., New Delhi, 2010.

Course Title: Event Management**Course Code: OEC035**

L	T	P	Credits
2	0	0	2

Total Hours: 30**Learning Outcomes**

On the completion of the course, the students will be able to

1. Identify various types of events and their unique characteristics.
2. Develop skills in event marketing, promotion, and brand management.
3. Gain insights into event sponsorship and its significance in funding and promoting events.
4. Explore best practices in event management and planning for different types of events.
5. Develop skills in event team leadership, time management, and client servicing.

Course Content**UNIT I****07 Hours**

Fundamentals of Event Management, Role of an event manager and the qualities of a good event manager. Introduction to events, various types of events. Event Planning and coordination, scheduling of event, Human resources in even management. Role of communication, Team work development, body language, Skills, interview techniques and grooming. Basic Principles of event management-functions, forms and strategic planning

UNIT II**08 Hours**

Event Marketing and event promotions. Event marketing strategies, Event proposal invitations. Brand management. Publicity, Client servicing. Event organizers. Tips to better Management and Organization. Event team leadership. Time management. Presentations and event communication, Hospitality and customers relations.

UNIT III**08 Hours**

Basic Principles of marketing –Marketing process 7 Ps, brand and image building and management. Event Sponsorship -Conceptualizing & Launching of Unique Events, Programme & Scheduling, Online promotion, Venue Sponsorship, Catering Sponsorship-Entertainment Sponsorship, Logistic Sponsorship

UNIT IV**07 Hours**

Best Practices in Event Management, Planning for Different types of events, Understanding & Planning Corporate events, Exhibition & Road Showing,

Sports Event Management, Event Tourism, Systems approach to Sponsorship, Sponsorship for Awards

Transaction Mode

Microteaching, Lecture-cum-demonstration, Classroom Simulations, Flipped Teaching, Blended Learning, Group Projects and Presentations

Suggested Readings

- Principles of event management by Bakash, Nagabhushana, Ramchandra (Himalaya publishing house)
- Business of event planning: Behind -the-scenes secrets of success special event by Judy Allen
- Sustainable event management: A practical Guide by Meegan Jones
- Event planning: the ultimate Guide to successful meetings, corporate events, fundraising, galas, conferences, conventions by Judy Allen
- Special events: A new generation and the next frontier by Joe Goldblatt
- Into the heart of meetings: basic principles of meeting design by Mikevan Der Vijver and Eric De Groot
- Planning and management of meetings, expositions, events and conventions by George G. Fenich

Course Title: Fundamental of Agri-Entrepreneurship**Course Code: OEC041**

L	T	P	Credits
2	0	0	2

Total Hours: 30**Learning Outcomes**

1. Gain insights into concepts of entrepreneurship, agri-preneurship, characteristics of entrepreneur, motivation and entrepreneurship and project management
2. Gain knowledge and skills in project formulation, project report preparation and evaluation of projects
3. Explore entrepreneurship development programme, government policies, schemes and incentives for promotion of entrepreneurship.
4. Gain Knowledge of the concept and process of supply chain management.

Course Content**UNIT I****7 HOURS**

Concept of entrepreneur, entrepreneurship, functions of entrepreneur, Entrepreneurial characteristics, Distinction between an entrepreneur and a manager, Agri-entrepreneurship- concept, need and scope, Entrepreneurship development programmes (EDPs) - objectives, phases, problems of EDPs, Criteria for assessment or evaluation of EDPs.

UNIT II**8 HOURS**

Generation, incubation and commercialization of business ideas, Role of entrepreneurship in economic development, Motivation and entrepreneurship development, Managing an enterprise, Importance of planning, budgeting, monitoring, evaluation and follow up in running an enterprise. Project- meaning, importance, components & preparation.

UNIT III**7 HOURS**

Importance of planning, budgeting, monitoring, evaluation and follow up in running an enterprise.

Researching / managing competition- ways to define possible competitors, competitive information, SWOT analysis-concept, meaning and advantages, Venture capital- concept, aims, features, financing steps sources, criteria to provide venture capital finance, Export & Import policies relevant to agriculture sector.

UNIT IV**8 HOURS**

An overview of agricultural input industry in India; fertilizer, pesticide, seed and farm machinery industry, Over view of Indian agricultural processing industry, Government schemes and incentives for promotion of entrepreneurship and government policy on small and medium enterprises,

Supply chain management- meaning, advantages, stages, process, drivers and scope of agri-supply chain management

Transaction Mode

Microteaching, Lecture-cum-demonstration, Classroom Simulations, Flipped Teaching, Blended Learning, Group Projects and Presentations

References

- Anil Kumar, S., Poornima, S.C., Mini, K., Abraham and Jayashree, K. 2003. Entrepreneurship Development, New Age International Publishers, New Delhi.
- Gupta, C.B. 2001. Management. Theory and Practice. Sultan Chand and Sons, New Delhi.
- Indu Grover. 2008. Handbook on Empowerment and Entrepreneurship. Agrotech Public Academy, Udaipur.
- Khanka, S.S. 1. 999. Entrepreneurial Development, S. Chand and Co., New Delhi.
- Mary Coulter. 2008. Entrepreneurship in Action. Prentice Hall of India Pvt. Ltd., New Delhi.
- Mohanty, S.K. 2009. Fundamentals of Entrepreneurship. Prentice Hall of India Pvt. Ltd., New Delhi.
- Prasad, R. 2003. Entrepreneurship - Concepts and Cases. ICFAI Publications, Hyderabad.
- Sagar Mondal and Ray, G.L. 2009.- Text Book of Entrepreneurship and Rural Development. Kalyani publishers, Ludhiana.
- Singh, D.1995. Effective Managerial Leadership. Deep and Deep Publications, New Delhi.
- Vasanta Desai. 1997 Small Scale Industries and Entrepreneurship. Himalaya Publishing House, New Delhi.
- Vasanta Desai. 2000. Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House, New Delhi.
- www.dcmsme.gov.in

SEMESTER-IV**Course Title: Dissertation****Course Code: MAG401**

L	T	P	Credits
0	0	0	20

Learning Outcomes

After completion of the course, the learner will be able to

1. Develop advanced research skills, including literature review, data collection, analysis, and interpretation, to investigate a specific research question or problem.
2. Apply critical thinking and analytical skills to evaluate existing literature, theories, and methodologies, and generate new insights or perspectives within the chosen research area.
3. Demonstrate effective communication skills by presenting research findings and arguments in a clear, coherent, and well-structured dissertation, adhering to academic writing conventions.
4. Explain and evaluate organizational skills throughout the dissertation process.

Course Content

The Dissertation course is designed to provide students with comprehensive guidance and support throughout the process of conducting independent research and writing a dissertation. Through this course, students will acquire advanced research skills, develop critical analysis abilities, and effectively communicate their research findings. The course will emphasize the importance of independent project management and provide extensive guidance on research methodologies, data analysis techniques, and academic writing conventions.

Transaction Mode

Field work, Mentoring, Discussion

Course Title: Logical Reasoning**Course Code: MBA402**

L	T	P	Credits
1	0	0	1

Total Hours: 15**Learning Outcomes**

On the completion of the course, the students will be able to

1. Comprehend principles of logical reasoning.
2. Apply critical thinking skills to analyze arguments.
3. Analyse the validity of arguments and identify fallacies.
4. Evaluate the effectiveness of different means of knowledge.
5. Develop the ability to construct well-structured arguments.

Course Content**UNIT I****04 Hours**

Understanding the structure of arguments: argument forms, the structure of categorical propositions, Mood and Figure, Formal and Informal fallacies, Uses of language, Connotations, and denotations of terms.

UNIT II**03 Hours**

Classical Square of opposition, Evaluating and distinguishing deductive and inductive reasoning, Syllogism, Analogies.

UNIT III**04 Hours**

Venn diagram: Simple and multiple uses for establishing the validity of arguments. Indian Logic: Means of knowledge. Schools of Indian Logic (Ancient, Medieval and Modern).

UNIT IV**04 Hours**

Pramanas: Pratyaksha (Perception), Anumana (Inference), Upamana (Comparison), Shabda (Verbal testimony), Arthapatti (Implication) and Anupalabdhi (Non-apprehension). Structure and kinds of Anumana (inference), Vyapti (invariable relation), Hetvabhasas (fallacies of inference).

Transaction Mode

Microteaching, Lecture-cum-demonstration, Classroom Simulations, Flipped Teaching, Blended Learning, Inquiry-Based, Interactive Self-Paced Learning.

Suggested Readings

- Aristotle. Prior Analytics.
- Toulmin, S. E. The Uses of Argument.
- Copi, I. M., & Cohen, C. Introduction to Logic.
- Hurley, P. J. A Concise Introduction to Logic.
- Walton, D. N., & Krabbe, E. C. W. *Commitment in Dialogue: Basic Concepts of Interpersonal Reasoning*.
- Johnson, A. Logic: An Introduction.

Course Title: Behavioural Finance**Course Code: MAG403**

L	T	P	Credits
3	0	0	3

Total Hours: 45**Learning Outcome**

On the completion of this course, students will be able

1. To compare and contrast various theories in behavioural finance.
2. To develop insights on factors affecting the decision-making of individual investors.
3. To analyse problems related to social forces and market outcomes.
4. To examine the problems and prospects of corporate finance and money management.

Course Content**UNIT I****12 Hours**

Introduction of behavioural finance: Conventional Finance, Prospect Theory and Market Efficiency: Traditional versus behavioural finance, neoclassical economics, expected utility theory, risk attitude, Allais paradox, asset pricing, the pricing of risk, market efficiency, agency theory, prospect theory and extensions, framing, and mental accounting, challenges to market efficiency, some key anomalies, noise trading and limits to arbitrage. Identification of challenges to market efficiencies

UNIT II**11 Hours**

Behavioral Science Foundations and Investor Behaviour: Heuristics and biases, overconfidence, emotional foundations, implications of heuristics and biases for financial decision-making, implications of overconfidence for financial decision-making, individual investors and the forces of emotions. Evaluation of Heuristics behaviour in investment

UNIT III**11 Hours**

Social Forces and Market Outcomes: Social interactions and investments, empirical evidences of social forces at work, behavioral explanations to market anomalies, behavioural factors and stock market puzzles- the equity premium puzzle, real-world bubbles, experimental bubbles market, behavioral finance and market valuations, excessive volatility. Identification of market anomalies (Monday Effect)

UNIT IV**11 Hours**

Behavioral Corporate Finance and Money Management: Managerial decision-making, financial decisions, capital budgeting and other investment decisions, dividend policy decisions, loyalty, agency conflicts and corporate

governance, initial public offers, mergers and acquisitions, neuro-finance and the traders' brain.

Drafting a report on agency problem and corporate governance

Transaction Mode

Lecture, Project Method, Seminar, Case study, Role play, Cooperative learning, Group discussion, Active participation, Quiz, Open talk, Question, Team Teaching

Suggested Readings

- Titman S., Keown A.J. & Martin J.D.(2019). Financial Management: Principles and Applications(13th ed.). Pearson Education.
- Berk J., Harford J. & Marzo P.D.(2019). Fundamentals of Corporate Finance(3rd ed.). Pearson Education.
- Ackert, L. and Deaves, R.(2016). Behavioral Finance: Psychology, Decision-Making, and Markets. South-Western Cengage Learning.
- Forbes, W.(2016). Behavioral Finance. John Wiley & Sons Ltd.
- Montier, J.(2016). Behavioral Finance: Insights into Irrational Minds and Markets. John Wiley & Sons Ltd.
- Pompian, M.M.(2015). Behavioral Finance and Wealth Management: How to Build Optimal Portfolios That Account for Investor Biases. John Wiley & Sons Ltd.
- Baker, H.K. and Nofsinger, J.R.(2015). Behavioral Finance: Investors, Corporations, and Markets. John Wiley & Sons Ltd.
- Thaler, R.H.(2014). Advances in Behavioural Finance. Russell Sage Foundation.
- Shleifer, A.(2014). Inefficient Markets: An Introduction to Behavioural Finance. Oxford University Press.

Webliography

- <https://nptel.ac.in/courses/110/105/110105144/>
- <https://www.digimat.in/nptel/courses/video/110105144/L01.html>