MIT-ADT UNIVERSITY
A Leap Towards World Class Education

MIT Art, Design and Technology University Pune

MIT COLLEGE OF MANAGEMENT (MITCOM)

MITCOM
MIT COLLEGE OF MANAGEMENT, PUNE

Syllabus Booklet

One Year Post Graduate Diploma in Agri and Food Business Management

Master of Business Administration in Agri and Food Business Management

Integrated Program in Agri and Food Business Management

Under

The Faculty of Management

Batch Year: 2023-2025

Academic Year 2023-2024

Commencement Year: 2017

Compiled by	Checked by	Checked and Verified by	Approved By
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MIT COLLEGE OF MANAGEMENT PUNE

MIT COLLEGE OF MANAGEMENT

Vision:

The Vision of MIT College of Management is to function as a premium organization in management education, concerned with quality teaching for aspiring students. Our institute would accommodate the distinctive needs of all genres of students by continually developing new ways to improve programs and educational delivery systems using the latest industrial technologies for the promotion of management education in India

Mission:

Our Mission is to remain the most preferred, premier institute for Management education. We dream to be the support and backbone for our future managers, with a committed and competent faculty and strong industrial interface, MIT College of Management would provide most apt and pioneering knowledge to students in the Management sector. Our goal is to be an information reservoir of innovative, technological ideas and concepts for our students.

MIT COLLEGE OF MANAGEMENT

Master of Business Administration

INTRODUCTION

The Government of India announced the National Education Policy-2020 in July 2020. Covering all levels of education – from school education to higher education, including professional and adult education – the policy rests on the principles of affordability, accessibility, quality, equity, and accountability. A substantial part of the policy document is devoted to higher education, with emphasis on a multidisciplinary approach, faculty, and institutional autonomy, governance reforms, enhancing access through credit mobility, open and digital learning environment, and skills development.

PREAMBLE

MBA Program offered by MIT College of Management; MIT ADT University is uniquely composed to blend knowledge with practice relevant to contemporary needs of corporate sector globally. The program being industry integrated provides enough opportunities to graduates for experiential learning.

MIT College of Management, has already been in the forefront of offering high-quality teaching and research in its multidisciplinary environment from past few academic years. Taking the NEP-2020 as an opportunity to undertake a comprehensive review of our existing academic programmes and find ways to incorporate new ideas from the policy, the implementation has been applied from the Academic Year 2022-2023 for both Under Graduate and Post Graduate Programs. The multiple entry and exit is implemented and practiced at MITCOM in various programs viz: Joint/ Honors/ Research/ Integrated UG & PG Programs.

The Program has been designed to impart the latest management practices being followed across various industry sectors within and outside the country. It provides extensive and in-depth coverage of core and specialized courses, creating innovation and entrepreneurial qualities. It provides sufficient mix of theoretical as well as practical learning to students through class room sessions, industry visits, internships, live projects and guest sessions.

In the last two decades several Indian organisations have made remarkable presence in the global business scenario with the innovation of new business models and building world class organisations based on Indian ethos and value-based business models. The programs are designed and imparted in a

manner to include the understanding the need for ethics, ethical value and ethical codes, ethical principles in business. Faculty appropriately pickup such examples of Indian companies and organisations and motivate the students for evolving world class business models from India.

MULTIPLE ENTRY MULTIPLE EXIT

At MIT College of Management Multiple Entry and Multiple Exit option, all throughout Four Year Multidisciplinary Degree Programme viz Joint/Honors/ Research/ is implemented, which is depicted as given below.

Levels	Qualification Title	Total Credits	Year & Semester
4.5	UG Certificate	40	1 Year, 2 Sem
5.0	UD Diploma	80	2 Years, 4 Sem
5.5	Bachelor Degree	120	3 Years, 6 Sem
6.0	Bachelor Degree Honors	160	4 Years, 2 Sem
6.5	Post-Graduate Diploma	80	1 Year, 2 Sem
6.5	Integrated PG Degree	240	1st Year, 2 Sem

Award of Major and Minor Degree in 4 Years Multidisciplinary Programme

A student shall secure the subject minimum 50% of the total credits for that program under a specific number of DSC & DSEs. The student will be awarded a Major/Minor Degree on successful completion of the 4 Year multidisciplinary Degree Programme with a minimum of 160 Credits. A student may be awarded 4-year Minor degree under Multidisciplinary Programme with the minimum of 160 Credits if he/she earns 20/28 Credits in Minor subjects.

Multidisciplinary Dual, Joint Degree and Twinning Degree Programme

A Joint Degree program shall be designed jointly by collaborating with higher educational institutions. The MOU is signed and the equivalence is checked for the subjects for the credits to be matched for the specific program and year. Students enrolled in one University/college can pursue some semesters in the host University/college and the remaining semester/semesters in the partnering institutions leading to a Joint Degree. On completion of the Programme the Degree shall be awarded by both the participating institutions with a single Certificate.

5 Year Integrated PG Program in line with NEP 2020

Exit options is provided with/ after successful completion of 4 Years Degree/Honors UG Programme student can pursue Integrated PG Programme and achieve minimum 40 Credits to award Integrated PG Degree.

	Degree Level	**Duration**	**Degree Programs**
MITCOM Integrated Degree Program	PG	5 years	BBA-MBA
	PG	5 years	BCA-MCA
			B. Tech MBA
			B. Tech - MBA Project Construction Management
	PG	5 years	B. Tech – MBA (Logistics & Supply Chain Management)
	PG	5 years	B.Tech Civil - M.Tech Construction Management
	PG	**5 years**	**B. Tech Food Technology – MBA Agri & Food Business Management**
	PG	5 years	B.Arch.PG- MBA Project Construction Management
	PG	5 years	BFA-MBA
	PG	5 years	BPA-MBA
	PG	5 years	B.Des -MBA

Specializations offered at MIT College of Management

- Agri and Food Business Management
- Finance Technology
- Marketing Management
- Human Resource Management
- International Business
- Port & Shipping Management
- Business Analytics
- Logistics & Supply Chain Management
- Hospital & Health care Management
- Digital Marketing
- Applied Data Science
- Project & Construction Management
- Event Management
- MCA- Data Science and Cloud Computing

As per the NEP the following acronym is stated and practiced at MITCOM.

Acronyms Expanded	
AEC	**: Ability Enhancement Compulsory Course**
DSC©	**: Discipline Specific Core(Course)**
SEC-SB/VB	**: Skill Enhancement Course-Skill Based/Value based**
OEC	**: Open Elective Course**
DSE	**: Discipline Specific Elective**
L+T+P	**: Lecture + Tutorial + Practical(s)**
MDSC	**: Multidisciplinary**
IDC	**: Interdisciplinary**
FSC	**: Faculty/Discipline Specific Course**
SSC	**: Specialization Specific Courses**
SSE	**: Specialization Specific Courses**
DSC	**: Specialization Specific Course**

CATEGORY implementation NEP 2020

Each Programme shall have three components, viz.

- Discipline Specific Core Courses (DSC)
- Elective Courses (EC)
- Ability Enhancement Courses (AEC)

i) **IDC** (Interdisciplinary Specific Course)-At MITCOM we offer specialization-specific electives course which are core compulsory for every student as a core requirement for a specific discipline it is sought from other faculty department collaborated under MIT ADT University

ii) **MDC** -A multidisciplinary approach in education is a way of learning which gives a major focus on diverse perspectives and different disciplines of learning to illustrate a theme, concept, or any issue. It is the one in which the same concept is learned through multiple viewpoints of more than one discipline

iii) **SEC/SB**: Skill-These courses shall be chosen from a pool of courses designed to provide value-based and skill-based knowledge and should contain lab/hands-on training/ fieldwork Enhancement Course-Skill based/Value based

iv) **OEC**: Open Elective Course-Open Elective Course An elective course chosen from any other discipline/subject, with an intention to seek exposure beyond core course / discipline is called Open Elective Course in all the programmes. The student shall select any one OEC in the given semester, other than his / her DSCC across the disciplines. A student can opt to study the OEC from the same subject in all the 04 semesters or can choose different OECs in every semester.

v) **AEC**: Ability Enhancement Compulsory Courses- The Ability Enhancement Courses (AEC) shall be of two kinds:

i) Ability Enhancement Compulsory Courses (AECC) and ii) Skill Enhancement Courses (SEC)

vi) **DSC:** DSC are Compulsory Core Courses of the programme. . Students shall choose any two DSC from 1 to 4 semesters .Among such two DSCs, the student shall select one DSC as Major and other as Minor course in 5th and 6th semesters. DSCC other than the discipline of the programme shall be considered as Minor and the DSC belonging to the concerned discipline shall be considered as the Major or Minor course.

vii) **FSC** – Faculty Discipline Course

1. **Academic Credit & Academic Bank of Credits (ABC)**: AT MIT College of Management as per NEP 2020 the students who are reaching for admission in multiple years their equivalence is checked with credits and subjects from the host University. MIT College of Management is working in sync with Academic Bank of credit to facilitate the students towards seamless mobility in each year.
2. **Choice Based Credit System (CBCS):** The CBCS at MIT College of Management provides choice for students to select from the prescribed courses (core major, electives, minor, soft skill courses etc.)
3. **Cumulative Grade Point Average (CGPA):** Weighted average of the grade points obtained in all courses registered by the student across semesters will be presented in the marks sheet.

Letter Grades & Grade Points

Letter Head	Grade Point	Brief Description
A+	10	Outstanding Performance
A	9	Excellent
B+	8	Very Good
B	7	Good
C+	6	Above Average
C	5	Average Performance
D	4	Minimum for Pass
F	0	Fail , due to poor performance or unfair means
FR	0	Fail, due to shortage of attendance
S	-	Satisfactory
U	-	Not- Satisfactory
I	-	Incomplete

4. **Grade Point**: Numeric weightage attached to each letter grade is presented in the marks sheet.
5. **Grade Point Average (GPA):** A system of calculating academic achievement based on an average, calculated by multiplying the numerical grade point received in each course by the number of credits.
6. **Graduate Attributes (GAs):** It is a set of individually assessable outcomes that are indicative of the graduate's potential to acquire competencies in that programme.
7. **Lateral Entry**: Lateral entry or admission at MIT College of Management is granted to those students who exits after award of Certification, Diploma, or a Basic Bachelor's Degree and are eligible for and desirous of re-entering into the second year/ third year/ fourth year, respectively of same four-year multidisciplinary degree programme at any registered Higher Education Institute within stipulated/ permissible period of years as decided by Statutory Councils of that HEI. Lateral entry is also open to those students, if he/she has already successfully completed a multidisciplinary four year first degree programme and is desirous of and academically is capable of pursuing another multidisciplinary four year first degree programme in an allied subject at MITCOM.

TEACHING PEDAGOGY AT MIT COLLEGE OF MANAGEMENT

MIT College of Management's pedagogic philosophy is deeply rooted in practice-based learning or "learning by doing", one that in particular encourages real-world experience of management issues. This translates into constant interaction between theory and practice. The teaching methods during MBA are pragmatic, comprehensive and precise learning. The whole gamut of teaching and learning methods include

Workshops: To put into operational practical lessons and real cases.

Case studies based Teaching: Real case studies have been the subject of consultation on various management topics

Case Study Development and Presentation: General purpose of writing and developing a good case study is to enhance the decision making skill and probing into the deeper intricacies and nurturing critical thinking through the application of learning in live business situations which is resulting in producing case study as one of the robust pedagogical tool. A good case study will be developed and written either on a real situation based on some qualitative and quantitative data of any organization or a case writer can develop a case on any issue which a writer can describe a situation fully by approaching all the possible and different perspectives.

Seminar & Report Writing- Seminar will be conducted by the Class teacher & external evaluator;

desk research topic will be chosen as per the interest area of the student or as per their specialization chosen. Every student individually needs to prepare a seminar report of 40 to 50 pages on the recent trends in the industry topics, the external panel will evaluate them.

Presentation of project: Students are required to prepare and present a project to the class. According to the specialization they choose, it will be a management project, creation or development of products or business, a communication plan, or any current professional events. Students work in groups of 2 to 4.

Seminars & conferences: Seminars & conferences are organized according to the recent professional trends. Participation in such a seminars/conferences and achieving the professional participation certificate may lead to increased grade in internal exaluation.

Desk Research at MIT College of Management: Industry Desk Research is compulsory for all MBA program students. Students need to complete desk research for one subject aligned to their internship/ specialization which he/she has opted. Minimum one desk research in the group based on the subjects of the semester need to be complementary by all the students as a part of internal evaluation. The research is in the form of Field Research, Internal Desk Research, External Desk, Online Desk Research, Government published data, Customer desk research, Field /Industry Visits, Internships.

PROGRAM STRUCTURE

1. The full-time, two-year MBA programme offered by MITCOM comprises four semesters of about 90 working days each.
2. The programme requires a minimum of 102 credits equivalent of courses to be completed by students, excluding a summer internship of 6 credits equivalent as per UGC Choice Based Credit System
3. Students may choose to do up to a maximum of 120 credits equivalent of courses.
4. The programme includes Core Courses, Elective Courses, Skill Courses, and Practice Courses.
5. The student will study 26 courses including 10 electives, in addition to major research project, summer internship, two industry visits and one foreign tour.
6. Summer internship of 6 weeks will be evaluated by industry mentor as well as faculty mentor with equal weightage.

TYPES OF COURSES

1. The ‘Core’ Courses are intended to be those that provide knowledge on functions of management such as human resources management, financial management and marketing management.
2. The ‘Elective’ Courses are intended to be those that students choose to study in pursuit of advanced knowledge in their areas/domains of professional interest.

3. The ‘Skill’ Courses are intended to be those that will help students enhance their skills for pursuing successful professional careers.
4. The ‘Practice’ Courses are intended to be those that will help students learn how to apply their theoretical knowledge to practical issues in management.
5. The ‘Summer Internship Programme’ (SIP) is intended to be a 6-week intensive immersion in industry for the students to gain an exposure to industry practices and learn the application of management theory in practice.

ASSESSMENT SCHEME:

Sr. No.	Particulars	Marks allotted
1	End semester Examination	**70**
Below are the parameters for internal marks		
1	NPR Session	20
2	Mid Term Examination	30
3	Preliminary Examination	30
4	Assignments (10 Marks per Unit)	50
5	Class test MCQ (10 Marks per Unit)	50
6	Small projects(only for MCA)/Conference Research Papers / Role plays (if applicable)	10
7	Case study Development	20
8	Class Attendance	20
9	Discipline on campus	20
10	Industry Desk Research (Minimum one Desk Research in Group of four for relevant subject)/Live Project	50
11	**Courses with Practical Labs** **Practical Lab Examination Evaluation Pattern** For Core Compulsory/Specialization Courses - (25 Marks – Internal Evaluation) + (25Marks – External Evaluation) = 50 Marks	50
	Total	**350**

Above 300 or 350 marks assessment will be converted into 30 marks

Seminar & Report Writing

Evaluation of the Seminar & Report Writing shall be as follows –

Total 2 Credits for the Seminar & Report Writing	**25 Marks** Seminar/ PPT Presentation) **25 Marks** - Report Writing
Total	**50 Marks**

SIP:

Evaluation of the SIP shall be as follows –

Total 6 Credits for SIP	**50 Marks** SIP PPT Presentation) **30 Marks** – SIP Hard copy Report Submission **120 Marks** – VIVA VOCE
Total	**200 Marks**

Dissertation:

Evaluation of the Dissertation shall be as follows –

Total 6 Credits for Dissertation	**50 Marks** Dissertation PPT Presentation) **30 Marks** – Black book Hard copy Submission **120 Marks** – VIVA VOCE
Total	**200 Marks**

At MITCOM we have continuous assessment Scheme through formative & summative assessment

1. The End Semester Examinations shall be of 2.30 -hour duration irrespective of credits assigned to the Courses. The maximum marks in ESE shall be 70
2. Mid-Semester examinations shall be of two hours duration irrespective of the credits assigned to the Courses. The maximum mark in the mid-semester examination shall be 30

Formative assessment: The maximum mark for formative assessment is 30 which includes case analysis, assignment presentation etc.

CURRICULUM DESIGN AND DEVELOPMENT: Curriculum developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Graduate Attributes (GAs): Programme outcomes (POs), Program Outcomes (POs) and Programme Specific outcomes (PSOs) of the Programmes offered by the Institution. The Institute has the systematic procedure for development, revision and implementation of curriculum of all the departments. The Primary objective of the institute is to create Techno-Managerial graduates for the global needs. The curriculum is designed carefully by addressing the recent technologies and the Opportunities existing in regional and global level with all necessary fundamentals.

Factors for Curriculum Design:

The Curriculum is designed to ensure that the students have the required domain knowledge, skills and attitude. The factors considered for design of curriculum are:

(i) Syllabus of various reputed Indian and International Universities
(ii) Model curriculum prescribed by AICTE,
(iii) The Program Specific Outcomes of professional bodies,
(iv) Suggestions by industry experts and alumni,
(v) Syllabi of various competitive exams like GATE, IES, etc,

Implementation of Outcome Based Education (OBE) in the Curriculum:

The initial phase for ensuring academic quality is the design of the curriculum, in particular, the types of courses, the number of electives, and the curricular structure, with complete details of the course title and course contents as per the regulations.

The next phase, the Course Outcomes (COs) for every course is mapped with the Program Outcomes (POs) of NBA and the Program Specific Outcomes (PSOs) of the program.

An effective implementation of this Outcomes Based Education (OBE) ensures that our graduating engineers have all the 12 POs defined by NBA, and hence can compete on a global platform, and have expected global attributes. Specific to every program, we have 3-5 Program Educational Objectives (PEOs) that are measured through the performance of the alumni.

The Institute keenly observes the attainments of PEO, PO and PSO for the respective programs which intern relates to Vision and Mission of the institution and Department as well.

Process for Curriculum Design:

The initial version of the curriculum is prepared by having the above design criteria, through discussions with stakeholders. The proposed curriculum is then discussed at internal (Department syllabus review committee) and is put forth to BOS (Board of Studies) where the experts from industry, academia, Alumni in addition to senior faculty members. The curriculum is then placed for approval during the

Academic Council. Curriculum is finally evolved and published in MITCOM Academic Management System).

The academic autonomy of the Institution provides the opportunity to frequently revise the curriculum based on needs and suggestions from various stake holders. In last five years the syllabus of UG & PG programmes was revised in twice in a year through formal BoS, revision of the curriculum focuses mainly on introducing new courses with multiple facets for improving the soft skills, general aptitude and technical aptitude.

The students are made mandatory to upgrade their knowledge by undergoing MOOCS courses through NPTEL. Further the Internship made compulsory for all the students and as a result the student can upgrade the knowledge base in diversified fields. In addition to the curriculum, student's skills are upgraded by conducting various value-added courses and become industry ready.

Program Educational Objective (PEO) - MBA

PEO1: To impart knowledge of the fundamentals of Management theory and its application and transform students to adapt to a rapidly changing and multicultural environment

PEO2: To develop sound knowledge of the management process and inculcate creativity and innovation among students and prepare students for excellence

PEO3: Prepare students to appreciate the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.

Graduate Attributes (GAs): Generic Graduate Attributes for all Master of Business Administration Programs

At the end of the MBA programme the learner shall exhibit:

GA1: Knowledge framework for Problem Solving & Results Orientation

GA2: Proficiency in Communication, Collaboration and Leadership

GA3: Cross-functional & Inter-disciplinary business function orientation

GA4: Analytical Skills & Research orientation with an aptitude for lifelong learning

GA5: Professionalism, Ethical, Values Oriented

GA6: Proficiency in ICT & Digital Literacy

PO (PROGRAM OUTCOME) - MBA

PO 1 Generic and Domain Knowledge - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains for the solutions of real-world complex business issues

PO 2 Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.

PO 3 Integrate tools and concepts from multiple functional areas (i.e. finance, marketing, operations, HR etc.) to solve business problems

Program Specific Outcomes (PSO) MBA in Agri & Food Business Management

PSO1 MBA graduate shall understand and analyze the current events and issues that are occurring in agriculture and how they affect futuristic agriculture.

PSO2 MBA graduate shall understand the impact of globalization and diversity in modern agriculture organizations.

PSO3 MBA graduate shall get the knowledge about key sectors of Agribusiness viz. Agri Input Agri Finance, Agri Insurance, Agriculture Processing & packaging and Marketing & Distribution.

PSO4 MBA graduate shall understand the role of different stake holders involved in value chain of agribusiness management.

Table

GA / PEO		GA 1	GA 2	GA 3	GA 4	GA 5	GA 6
		Problem Solving & Results Orientation	Communication, Collaboration, Leadership	Cross-functional & Inter-disciplinary orientation	Research orientation, lifelong learning	Professionalism, Ethical, Values Oriented	Proficiency in ICT & Digital Literacy
PEO 1	Fundamentals of Management theory knowledge, adapt to rapidly changing and multicultural environment	Yes	Yes	Yes			Yes
PEO 2	Sound knowledge of the management process, creativity and innovation, excellence in life	Yes			Yes		
PEO 3	To appreciate the significance of Indian ethos and values and exhibit value centered leadership.		Yes			Yes	

MIT College of Management, Pune
Multiple Entry Multiple Exit

Acronyms Expanded		
1.	AEC	: Ability Enhancement Compulsory Course
2.	DSC©	: Discipline Specific Core(Course)
3.	SEC-SB/VB	: Skill Enhancement Course-Skill Based/Value Based
4.	OEC	: Open Elective Course
5.	DSE	: Discipline Specific Elective
6.	L+T+P	: Lecture + Tutorial + Practical(s)
7.	MDSC	: Multidisciplinary
8.	IDC	: Interdisciplinary
9.	FSC	: Faculty/Discipline Specific Course
10.	SSC	: Specialization Specific Courses
11.	SSE	: Specialization Specific Courses
12.	DSC	: Specialization Specific Course

MBA AFBM –Subject Basket

w.e.f (BOS_24th Nov, 2023)

SEM	CODE	COURSE TITLE	COURSE TYPE	L-T-P	CREDITS
MBA Sem I	23MBAC101	Management Principles & Organizational Behavior	Compulsory Core	4-0-0	4
	23MBAC102	Accounting & Costing for Managers	Compulsory Core	4-0-0	4
	23MBAC104	Business Analytics using R & Python	Compulsory Core	3-0-1	4
	23MBAC106	Corporate Ethics & Governance	Compulsory Core	4-0-0	4
	23MBAF101	Agricultural Economics	Core Specialization	4-0-0	4
	23MBAF102	Agricultural Marketing & Social Media Trends	Core Specialization	4-0-0	4
	23MBAF103	Agri Business Environment & Policy	Core Specialization	4-0-0	4
	TOTAL				**28**
MBA Sem II	23MBAC201	Research Methodology using SPSS	Compulsory Core	2-0-1	3
	23MBAC203	Human Capital Management	Compulsory Core	3-0-0	3
	23MBAC205	Production & Operation Management	Compulsory Core	3-0-0	3
	23MBAC206	Legal Business Environment	Compulsory core	3-0-0	3
	23MBAC407	Management Information System	Compulsory Core	3-0-0	3
	23MBAF201	Agriculture Finance	Core Specialization	3-0-0	3
	23MBAF202	Agri Insurance Management	Core Specialization	3-0-0	3
	23MBAF203	Rural Marketing	Core Specialization	3-0-0	3
	TOTAL				**24**
MBA Sem III	2MBAC301	Strategic Management	Compulsory core	3-0-0	3
	23MBAC302	Decision Science (Using R/Python)	Compulsory core	2-0-1	3
	23MBAC304	Sales and Distribution Management	Compulsory core	3-0-0	3
	23MBAF301	Export Potential for Agri & Food Products	Core Specialization	3-0-0	3
	23MBAF302	Post-Harvest Management E1	Core Specialization	3-0-0	3
	23MBAF303	Food Processing Management E2	Core Specialization	3-0-0	3
	23MBAC305	Summer Internship Project (SIP)	Compulsory core	0-0-6	6
	23MBAC307	Seminar and Report Writing	Compulsory core	1-0-1	2
	Total				**23**
MBA Sem IV	23MBAC401	Management Control Systems	Compulsory Core	3-0-0	3
	23MBMM404	Business to Business marketing	Compulsory Core	3-0-0	3
	23MBAF401	Commodity Market	Core Specialization	3-0-0	3
	23MBAF402	Agricultural Procurement & Warehouse management E1	Core Specialization	3-0-0	3
	23MBAF403	Food Laws & Regulations E2	Core Specialization	3-0-0	3
	23MBAF404	IOT in Agriculture	Core Specialization	3-0-0	3
	23MBAC404	Capstone Project – Dissertation	Compulsory Core	0-0-6	6
		Total			**21**

	VAC, UCC & NPTEL Subjects Basket				
Sem - I	23UCC101	Aptitude Performance Evaluation & Training	UCC:1	3-0-0	3
	23VAC102	Tally Certification	VAC:1	1-0-2	3
	23MBAC105	Business Communication & Proficiency Skills	UCC:3	3-0-1	4
	23VAC103	Advance Excel and Spread Sheet Analysis	VAC:2	3-0-0	3
	23UCC202G	Foreign Language German EL1	UCC:2	3-0-0	3
	23UCC202F	Foreign Language French EL2	UCC:2	3-0-0	3
	23UCC202S	Foreign Language Spanish EL3	UCC:2	3-0-0	3
	23UCC202J	Foreign Language Japanese EL4	UCC:2	3-0-0	3
		NPTEL Swayam Course Certification –	CERT:1		
Sem - II	23VAC103	Advanced Excel and spread sheet analysis	VAC:3	1-0-2	3
	23UCC202G	Foreign Language German EL1	UCC:2	3-0-0	3
	23UCC202F	Foreign Language French EL2	UCC:2	3-0-0	3
	23UCC202S	Foreign Language Spanish EL3	UCC:2	3-0-0	3
	23UCC202J	Foreign Language Japanese EL4	UCC:2	3-0-0	3
	23UCC203	Leadership & Entrepreneurship skills	Workshop Mode		
	23VACA201	Agriprenurship Workshop-Certification	Workshop Mode		
		NPTEL Swayam Course Certification	CERT:1		
Sem - III	23VAC301	Microsoft Project Management Certification	VAC:1	2-0-1	3
	23MBCE301	Environment Management Sustainability Development			
		NPTEL Swayam Course Certification	CERT:1		
Sem - IV	23VAC401	ERP-SAP	VAC:1	2-0-1	3
		NPTEL Swayam Course Certification	CERT:1		

The Value added subjects will be completed on the workshop mode of 30hrs.

Post Graduate Diploma in Agri and Food Business Management / Master of Business Administration in Agri and Food Business Management

Semester-I

1 Credit = 10 Hours

Sr. No.	Subject Name	Category of Courses	Credits	L	T	P	Internal		External		Marks
							T	P	T	P	
23MBAC101	Management Principles & Organizational Behavior	FSC	4	4	0	0	30		70		100
23MBAC102	Accounting & Costing for Managers	DSC	4	4	0	0	30		70		100
23MBAC104	Business Analytics using R & Python	FSC	4	3	0	1	30	25	70	25	150
23MBAC106	Corporate Ethics & Governance	FSC	4	4	0	0	30		70		100
23MBAF101	Agricultural Economics	DSC	4	4	0	0	30		70		100
23MBAF102	Agricultural Marketing & Social Media Trends	DSC	4	4	0	0	30		70		100
23MBAF103	Agri Business Environment & Policy	DSC	4	4	0	0	30		70		100
	Total		**28**								**750**
	Value Added Courses / UCC										
23UCC101	Aptitude Performance Evaluation & Training	AEC	3	3	0	0					50
23VAC102	Tally Certification	SEC-SB	3	3	0	0					50
23UCC103	Business Communication and Professional skills	AEC	3	3	0	0					50
23VAC103	Advance Excel and Spread Sheet Analysis	SEC-SB	3	3	0	0					50
23UCC202G	Foreign Language German EL1	AEC	3	3	0	0					50
23UCC202F	Foreign Language French EL2	AEC	3	3	0	0					50
23UCC202S	Foreign Language Spanish EL3	AEC	3	3	0	0					50
23UCC202J	Foreign Language Japanese EL4	AEC	3	3	0	0					50
CERT:2	NPTEL Swayam Course Certification –	SEC-SB	As per the actual guideline from time to time from NPTEL								

*FLE- Foreign Language Elective: Out of four languages students have to choose any one

Post Graduate Diploma in Agri and Food Business Management / Master of Business Administration in Agri and Food Business Management

Semester II

1 Credit = 15 Hours

Sr. No.	Subject Name	Category of Courses	Credits	L	T	P	Internal		External		Marks
							T	P	T	P	
23MBAC201	Research Methodology using SPSS	FSC	3	2	0	1	30	25	70	25	150
23MBAC203	Human Capital Management	DSC	3	3	0	0	30		70		100
23MBAC205	Production & Operation Management	OEC	3	3	0	0	30		70		100
23MBAC206	Legal Business Environment	FSC	3	3	0	0	30		70		100
23MBAC207	Management Information System	FSC	3	3	0	0	30		70		100
23MBAF201	Agriculture Finance	DSC	3	3	0	0	30		70		100
23MBAF202	Agri Insurance Management	DSC	3	3	0	0	30		70		100
23MBAF203	Rural Marketing	DSC	3	3	0	0	30		70		100
	Total		24								850
	Value Added Courses / UCC										
23VAC103	Advanced Excel and spread sheet analysis	SEC-SB	3	2	0	1					50
23UCC202G	Foreign Language German FLE1	AECC	At actual								
23UCC202F	Foreign Language French FLE2	AECC									
23UCC202S	Foreign Language Spanish FLE3	AECC									
23UCC202J	Foreign Language Japanese FLE4	AECC									
CERT:1	Agriprenurship Workshop	SEC-SB	Workshop Mode								
CERT:2	Leadership & Entrepreneurship skills	SEC-SB	Workshop Mode								
CERT:3	NPTEL Swayam Course Certification - Digital Marketing	SEC-SB	As per the actual time to time guidelines from NPTEL								

*FLE- Foreign Language Elective: Out of four students have to choose any one

Master of Business Administration in Agri and Food Business Management (MBA-AFBM)

Semester III

1 Credit = 15 Hours

Sr. No.	Subject Name	Category of Courses	Credits	L	T	P	Internal		External		Marks
							T	P	T	P	
23MBAC301	Strategic Management	FSC	3	3	0	0	30	-	70	-	100
23MBAC302	Decision Science (Using R/Python)	FSC	3	2	0	1	30	25	70	25	150
23MBMM302	Sales and Distribution Management	DSC	3	3	0	0	30	-	70	-	100
23MBAF301	Export Potential for Agri & Food Products	SSE	3	3	0	0	30	-	70	-	100
23MBAF302	Post-Harvest Management E1	SSE	3	3	0	0	30	-	70	-	100
23MBAF303	Food Processing Management E2	SSE	3	3	0	0	30	-	70	-	100
23MBAC305	Summer Internship Project	DSC	6	0	0	6	-	-	-	-	200
23MBAC307	Seminar and Report Writing	DSC	2	1	0	1	25	-	25	-	50
	Total		23								800
	Value Added Courses / UCC										
23VAC301	Microsoft Project Management Certification	SEC-SB	3	2	0	1					
23MBCE301	Environment Management Sustainability Development	DSC - Community Engagement	Assignment Mode								
CERT:1	NPTEL Swayam Course Certification	SEC-SB	As per the actual time to time guidelines from NPTEL								
	Total										

* Out of two Core Specialization Electives students have to choose any one

Master of Business Administration in Agri and Food Business Management (MBA-AFBM)

Semester IV

1 Credit = 15 Hours

Sr. No.	Subject Name	Category of Courses	Credits	L	T	P	Internal		External		Marks
							T	P	T	P	
23MBAC401	Management Control Systems	OEC	3	3	0	0	30	-	70	-	100
23MBMM404	Business to Business marketing	DSC	3	3	0	0	30	-	70	-	100
23MBAF401	Commodity Market	DSC	3	3	0	0	30	-	70	-	100
23MBAF402	Agricultural Procurement & Warehouse Management E1	SSE	3	3	0	0	30	-	70	-	100
23MBAF403	Food Laws & Regulations E2	SSE	3	3	0	0	30	-	70	-	100
23MBAF404	IOT in Agriculture	SSE	3	3	0	0	30	-	70	-	100
23MBAC404	Capstone Project – Dissertation	DSE	6	0	0	6	-	-	-	-	200
	Total		21								700
	Value Added Courses / UCC										
23VAC401	ERP-SAP	**SEC-SB**	3	2	0	1					
CERT:1	NPTEL Swayam Course Certification	**SEC**	As per the actual guideline from time to time from NPTEL								
	Total										

* Out of two Core Specialization Electives students have to choose any one

Semester I

SEMESTER I

Course Title: Management Principles & Organizational Behavior

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures /Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23MBAC101	Management Principles & Organizational Behaviour	4	0	0	40	4	30	-	70	100	40%	40

COURSE OBJECTIVE:

- Provide students with an understanding of the role of management in achieving organizational goals and objectives.
- Enhance students' understanding of individual behavior, group behavior and organizational dynamics.

COURSE OUTCOMES:

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

CO1: Understand the basic principles of management and how they apply to organizational behavior

CO2: Identify and analyze the factors that influence behavior in organizations.

CO3: Develop an Understanding of how motivation, perception, and personality impact individual and group behavior in organizations.

CO4: Develop an understanding of how organizational structure, culture impact organizational behavior.

CO5: Develop Critical thinking skills and the ability to apply management principles and organizational behavior concepts to real-world scenarios.

Mapping of Course Outcomes (COs) with Bloom's Taxonomy

CO	Description	Bloom's taxonomy	Units covered
CO1	Understand the basic principles of management and how they apply to organizational behavior	I	I II, II, IV
CO2	Identify and analyze the factors that influence behavior in organizations.	IV	III, IV, V,VI
CO3	Develop an Understanding of how motivation, perception, and personality impact individual and group behavior in organizations.	IV	II,III, IV,V
CO4	Develop an understanding of how organizational structure, culture impact organizational behavior.	IV	II,III,VI
CO5	Develop Critical thinking skills and the ability to apply management principles and organizational behavior concepts to real-world scenarios.	VI	I,II,III,IV,V,VI

Course Contents

Sr. No.	Topic	Lectures
Unit I	**Introduction to Management** Meaning and Definition of Management, Nature and importance of Management, Management- Science and An Art Levels of Management, Managerial Skills, Types of Managers, Contribution towards Management Thought: Scientific Management by F.W.Tylor, Contribution of Henry Fayol-14principles of Management, Modern theories, Behavioral Approach, Quantitative School of Management, Systems management theory, Contingency School of Management, Modern management thinkers - Peter Drucker: , Peter Senge, Gary Hamel, " M Alvin Toffler, Tom Peters, " Michael Hammer, ", C. K. Prahalad, Michael E. Porter.	**08 hours**

Unit II	**Functions of Management** Brief review of Basic Functions of Management planning. Organizing, staffing, Leading, controlling & Decision Making. Competency building and Productivity -Conceptual understanding.	**04 hours**
Unit III	**Organizational Behavior** What is O.B., Nature & Scope of O.B., Approaches to O.B. Basic understanding of Individual behaviors: - meaning, nature & Importance of learning, Personality – meaning, Determinants of Personality, Process of personality formation, Types of Personality, Perception- meaning and process of perception, Effect of perception on Individual Decision-Making. Attitudes & satisfaction, dimensions of attitudes, meaning of job satisfaction. Sources & consequences of job satisfaction. Job stress – meaning, causes & effects. Link1 : https://obweb.org/home Link2: Encyclopedia of Industrial and Organizational Psychology	**10 hours**
Unit IV	**Group dynamics** Nature of Groups, formal and informal groups, stages of group formation, group decision making. Team Effectiveness: High performing teams, Team Roles, cross functional and self-directed teams. Organizational conflicts, types of conflict, Strategies of interpersonal conflicts Link3: ProQuest Ebook Central	**06 hours**
Unit V	**Motivation Concepts** Motives Theories of Motivation and their Applications for Behavioral Change. Leadership - Concepts and skills of leadership, Leadership and managerial roles leadership & entrepreneurship styles and effectiveness, Contemporary issues in leadership. Power and Politics: sources and Uses of power; politics at workplace Tactics and strategies. Link4: https://www.abdn.ac.uk/psychology/research/industrial-psychology-research-centre-529.php	**08 hours**
Unit VI	**Introduction to Organization Culture**	**04 hours**

	Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity. Link 5: Industrial Psychology Research Centre Link 6: International Encyclopedia of Organizational Studies.	

Reference Books:

- Essential of Management - Harold Koontz and Iteinz Weibrich - McGraw-Hill's International
- Management Theory & Practice - J.N.Chandan
- Essential of Business Administration - K.Aswathapa Himalaya Publishing House
- Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
- Business Organization & Management - Dr. Y.K. Bhushan
- Peter Drucker, Widely recognized as the father of modern management. "Concept of the Corporation"
- Gary Hamel, author of "Leading the Revolution"
- Business Organization by Gupta C.B
- Organizational Behaviour by L.M. Prasad
- Organisational Behaviour - Fred Luthans
- Organizational Behaviour by Nelson & Quick
- Organizational Behaviour by Stephen Robins, Timothy Judge, Neharika Vohra
- Organizational Behaviour by M N Mishra
- Organizational Behaviour by K Ashwathappa

EXERCISES:

- Peter F. Drucker: Business Management and Beyond
- Re-inventing Hewlett Packard with Mark Hurd
- The Buck Doesn't stop here (case-let)
- Wipro's Ajim Premji Level 5 Leadership Style.
- Behavioral Modifications and Learning systems at Choco Delight
- Analysis and solution of 10 case study related with above topics must be discussed in classroom.

- Movie - Pursuit of Happiness
- Movie - Goodwill Hunting

Websites for reference:

- Knowledge Wharton
- HBS Working Knowledge
- McKinsey Quarterly
- AT Kearney
- FT
- Hewitt Associates
- Mercer Management Consulting

Employability -13%

Skill Development -58%

Entrepreneurship -21%

Course Title: Accounting & Costing for Managers

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures /Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23MBAC102	Accounting & Costing For Managers	4	0	0	40	4	30	-	70	100	40%	40

COURSE OBJECTIVE:

- The primary objective of the course is to familiarize the students with the basic accounting concepts, principles, assumptions, conventions, and techniques of preparing and presenting the financial statements of incorporated and non-incorporated entities for its various users.
- The students will also learn techniques of cost reduction.
- To know various tools from accounting and cost accounting this would facilitate the decision making.

COURSE OUTCOMES:

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

CO01: Understand with the basic accounting concepts, principles, assumptions, conventions, and techniques of preparing and presenting the financial statements of incorporated and non-incorporated entities for its various users.

CO02: Learn & Apply techniques of cost reduction.

CO03: Know various tools from accounting and cost accounting this would enable them to evaluate financial data for decision making.

Mapping of Course Outcomes (COs) with Bloom's Taxonomy

CO	Description	Bloom's taxonomy	Units covered
CO1	Understand with the basic accounting concepts, principles, assumptions, conventions, and techniques of preparing and presenting the financial statements of incorporated and non-incorporated entities for its various users	II	I and II
CO2	Learn & Apply techniques of cost reduction	III	II
CO3	Know various tools from accounting and cost accounting this would enable them to evaluate financial data for decision making	VI	III & IV

Course Contents

Sr. No.	Topic	Lectures
Unit I	**Introduction to Financial Accounting** Definition and Scope, Objectives of Financial Accounting, Accounting v/s Bookkeeping, Terms used in accounting, users of accounting information and limitations of Financial Accounting, and regulatory framework.	**04 hours**
Unit II	**Conceptual Framework** Accounting Concepts, Principles and Conventions, Brief about Accounting Standards. Introduction of Capital, Revenue, Reserves, Provisions and Contingent Liability, qualitative characteristics of financial information.	**05 hours**
Unit III	**Accounting Cycle** Recording of transactions, Journals, Subsidiary Books, Ledger, Trial Balance, Various Adjustments, financial statements, and disclosures as per Schedule VI.	**16 hours**
Unit IV	**Costing** Concepts and terms relating to 'costs' in an organization – Difference between expense and cost – different terms of 'costs', expired and unexpired cost – cost objectives, cost unit and cost center – classification of costs and preparation of cost sheet.	**05 hours**

Unit V	**Marginal costing, application to decision making** Various aspects of marginal costing, contribution, break-even, P/V ratio, margin of safety etc. – cost, volume and profit analysis – broad application of marginal costing in business decisions – estimation of volume of business, estimation of profits, basis for decision on 'make or buy', product mix, plant merger and export pricing etc.	**10 hours**

Reference Books:

- Management Accounting by Khan and Jain – Tata McGraw Hill Education Private Limited
- Cost and management accounting (CAMA) by Prof. Satish Inamdar – Himalaya Publishing House
- Cost reduction and control best practices – Wiley publications

Suggested case studies/case lets on:

- FS of Public limited companies- Maruti Suzuki, TCS
- Make or buy decisions.

EXERCISES

Case-studies relevant to each Module to be discussed in the class.

Employability -55%

Skill Development -45%

Entrepreneurship -0%

COURSE TITLE: Business Analytics using R & Python

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures /Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23MBAC104	Business Analytics using R & Python	3	0	1	40	4	30	-	70	150 – 70 (Ext) – 30 (Int Ass.) (50 Marks – 25 – (IA) 25(P)	40%	40

Course Objective:

- To understand and articulate a business problem and convert it into a viable Analytics question.
- To apply Data visualization for exploratory analysis and communicate effectively to diverse audience.
- To evaluate various analytical approaches and select the most appropriate for the given problem.
- To build Analytics solutions and assess their effectiveness

Course Outcomes:

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

CO1 Demonstrate the awareness and Knowledge of Business Analytics.

CO2 apply the basic concepts of analytics to the business scenarios and extend the knowledge about future trends in business analytics.

CO3 Interpret the analytics methodology.

CO4 Assess the relevance and effectiveness of business analytics solutions.

CO5 Utilize the knowledge of technical skills in descriptive and predictive modelling to support business decision- making.

Mapping of Course Outcomes (COs) with Bloom's Taxonomy

CO	Description	Bloom's taxonomy	Units covered
CO1	Demonstrate the awareness and Knowledge of Business Analytics.	I	I II
CO2	Apply the basic concepts of analytics to the business scenarios and extend the knowledge about future trends in business analytics.	IV	III, IV, V,VI
CO3	Interpret the analytics methodology.	IV	III, IV,V
CO4	Assess the relevance and effectiveness of business analytics solutions.	IV	VI
CO5	Utilize the knowledge of technical skills in descriptive and predictive modelling to support business decision- making.	VI	I,II,III,IV,V,VI

Course Contents

Sr. No.	Topic	Lectures
Unit I	Introduction to analytics and Business Research: What is Analytics, Why Analytics, Areas of Applications, Use cases in different industries, breaking a business problem/situation into numbers, Impact of Analytics.	**04 hours**
Unit II	Data Pre-processing: Big Data/Types of data and sources, Data Analysis, Handling Outliers, Data smoothing, Data visualization. Model Building: Why to build a model, How to build, Types of models (Supervised and Unsupervised). Select the best model, Train a model, Train and test data.	**04 hours**

Unit III	Visualization of Data: Introduction, Data summarization methods; Tables, Graphs, Charts, Histograms, Frequency distributions, Relative Frequency, Measures of Central Tendency and Dispersion; Box Plot.	**03 hours**
Unit IV	Basic probability concepts, conditional probability, Probability distributions, Binomial distribution, Poisson distribution, Normal distribution. Advanced concepts in statistics: Hypothesis testing- Z-test, t-test, Chi square tests.	**09 hours**
Unit V	Predictive Analysis - Regression: Why use a regression model, the working principle behind a linear regression, Simple linear Regression, Model building process and assumptions in building regression model, Interpretation of coefficients.	**05 hours**
Unit VI	Time Series - Time series Vs Casual models, Trend Analysis, Seasonality and cyclical behavior, Moving Average, Exponential smoothing methods – Single exponential, multiple linear regression-based forecasting.	**05 hours**

Reference Books:

- Business Analytics: The Science of Data - Driven Decision Making by U Dinesh Kumar , Wiley
- Business Analytics Using R - A Practical Approach by Umesh R Hodeghatta & Umesha Nayak , Apress
- Business Research Methods by Donald Cooper & Pamela Schindler, TMGH, 9th Edition.
- Business Research Methods by Alan Bryman & Emma Bell, Oxford University Press, 2ndEdition
- Research Methodology by C.R.Kothari, New Age International Publication, 2nd Edition
- Business Analysis Techniques: 72 Essential Tools for Success by James Cadle, Debra Paul, Paul Turner

Seven Steps to Mastering Business Analysis by Barbara A. Carkenord

Links:

https://www.analyticsvidhya.com/blog/2016/10/complete-study-of-factors-contributing-to-air-pollution/

https://www.r-bloggers.com/2017/03/a-data-science-case-study-in-r/

Case Study:
https://1drv.ms/u/s!AoDZJoiHv8oJkCJvb45SNVpATMk8?e=YpCebC - Predicting Corporate Bankruptcy

https://1drv.ms/u/s!AoDZJoiHv8oJkCHZtT0JIA92bME1?e=7WDFBj - The Mailing Experiment

https://1drv.ms/u/s!AoDZJoiHv8oJkCC_kqe-mtcasgNv?e=dXTGWo

https://archive.ics.uci.edu/ml/datasets/statlog+(german+credit+data)

Employability -35%
Development -55%
Entrepreneurship -10%

COURSE TITLE: Corporate Ethics and Governance

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures /Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23MBA C106	Corporate Ethics & Governance	4	0	0	40	4	30	-	70	100	40%	40

COURSE OBJECTIVES:

- To acquire knowledge of ethics, emerging trends in good governance practices.
- To understand the concept of corporate governance, why governance is important for corporations as well as for society at large.
- To Study issues concerning the future evolution of corporate governance in the context of globalization.

Course Outcome:

At the end of the course, students should be able to:

CO1: Comprehend the relationship between ethics, morals and values in the workplace.

CO2: Analyze and understand various ethical philosophies to explain how they contribute to current management practices.

CO3: Critically apply understanding of ethics of real–world contexts and gather and analyze information.

CO4: Critically analyze the reasons for systematic failure of corporate governance that could spread from individual firms to entire markets or economies

Mapping of Course Outcomes (COs) with Bloom's Taxonomy

CO	Description	Bloom's taxonomy	Units covered
CO1	Comprehend the relationship between ethics, morals and values in the workplace.	I, II	I, II
CO2	Analyze and understand various ethical philosophies to explain how they contribute to current management practices.	I, II, III, IV	II, III, IV
CO3	Critically apply understanding of ethics of real–world contexts and gather and analyze information.	II, III, IV, V	III, IV, VI

CO4	Critically analyze the reasons for systematic failure of corporate governance that could spread from individual firms to entire markets or economies.	III, IV, V, VI	VII, VIII, IX

Course Contents:

Sr. No.	Topic	Lectures
Unit I	**Introduction** Ethics, Business Ethics, Corporate Governance, Governance through Inner Consciousness and Sustainability - Failure of Governance and its Consequences.	**04 hours**
Unit II	**Corporate social responsibility** Concept, The nature of corporate responsibility and corporate citizenship, Relevance in the present day business environment. Corporate social responsibility and stakeholders: Internal and external stakeholders, Responsibility to various stakeholder groups, Interest and influence of various stakeholder groups, Formulating and implementing a policy for corporate social responsibility.	**05 hours**
Unit III	**Bottom of the pyramid opportunities** Issues and opportunities for business in socially and environmentally sensitive world, Social and environmental problems and how they shape markets.	**05 hours**
Unit IV	**Conceptual Framework of Corporate Governance** Introduction, Need and Scope - Evolution of Corporate Governance - Developments in India- Developments in Corporate Governance – A Global Perspective- Elements of Good Corporate Governance.	**04 hours**
Unit V	**Board Committees** Introduction - Various Board Committees, their Composition, Role and Responsibilities, Contribution to Board Governance - Audit Committee - Shareholders Grievance Committee- Remuneration Committee- Nomination Committee- Corporate Governance Committee- Corporate Compliance Committee.	**04 hours**
Unit	**Legislative Framework of Corporate Governance in India**	**04 hours**

VI	Under Listing Agreement, SEBI Guidelines, Companies Act - Corporate Governance in – PSU's – Banks – Insurance Companies.	
Unit VII	**Corporate Governance and Shareholder Rights** Rights of Shareholders - Challenges in Exercising Shareholders Rights- Corporate Governance issues with regard to Related Party Transactions -Role of Investor Associations in Securing Shareholders Rights- Role of Institutional Investors in Corporate Governance.	**03 hours**
Unit VIII	**Corporate Governance and Other Stakeholders** Employees- Customers- Lenders – Vendors – Government – Society.	**03 hours**
Unit IX	**Overview of Various Codes of Corporate Governance** Need for Regulatory Codes -Corporate Governance Reforms in India - The Naresh Chandra Committee on Corporate Audit and Governance- The Kumar Mangalam Birla Committee on Corporate Governance -The Narayana Murthy Committee on Corporate Governance - The Reserve Bank of India (RBI) Advisory Group on Corporate Governance -The FICCI Report on Corporate Governance -The Cadbury Committee, UK	**08 hours**

Reference Books:

- Business Ethics- Concepts and Cases – Manuel G. Velasquez
- Corporate Governance, Principles, policies and Practices – A.C. Fernando, Pearson Education
- Corporate Governance – IICA, Taxmann.
- The Art of Corporate Governance – Dr.Joffy George

Employability -35%

Skill Development -45%

Entrepreneurship -20%

COURSE TITLE: Agricultural Economics

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures /Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23MBAF101	**Agricultural Economics**	4	0	0	40	4	30	-	70	100	40%	40

COURSE OBJECTIVES:

- To equip the students of management with time tested tools and techniques of agricultural economics to enable them to appreciate its relevance in decision making.
- To explore the economics of information and network industries and to equip students with an understanding of how economics affect the business strategy of companies in these industries.

COURSE OUTCOMES:

After Completion of course students will able to:

CO1: Understand the basics of agricultural economics

CO2: Inculcate the knowledge of student elements of agricultural economics

CO3: Acquaint them with important aspects of the process ofagricultural economics

CO4: Apply the knowledge of skills of agricultural economics

CO5: Analyzing of the technical terms and jargons ofagricultural economic

CO6: Applying the concept of cost for completion of any project

CO7: Analyzing the role of Agriculture in National Economy

MAPPING OF COURSE OUTCOMES (COS) WITH BLOOM'S TAXONOMY

CO	Description	Bloom's taxonomy		Units covered
		Level	Taxonomy	
CO1	Understand the basics of agricultural economics	2	Understanding	1
CO2	Inculcate the knowledge of student elements of agriculturaleconomics	2	Understanding	1& 2
CO3	Acquaint them with important aspects of the process of agricultural economics	3	Applying	3
CO4	Apply the knowledge of skills of agricultural economics	3	Applying	2& 3
CO5	Analyzing of the technical terms and jargons ofagricultural economic	4	Analyzing	5&6
CO6	Applying the concept of cost for completion of any project	3	Applying	4
CO7	Analyzing the role of Agriculture in National Economy	4	Analyzing	7

COURSE OUTLINE:

Sr. No.	Topic	Lectures
Unit I	**Basic Concepts of Economics** Introduction to Economics , Basic Economic Problem, Circular Flow of Economic Activity , Nature of the firm - rationale, objective of maximizing firm value as present value of all future profits, maximizing, satisfying, optimizing, principal agent problem, Accounting Profit and Economic Profit , Role of profit in Market System , Adam Smith and Invisible Hand. **Link:** https://dea.gov.in/	0**8 hours**
Unit II	**Demand Analysis and Forecasting**: Determinants of Market Demand at Firm and Industry level – Elasticity of Demand - Market Demand Equation – Use of Multiple Regression for estimating demand – Case study on estimating industry demand (formulating equation and solving with the aid of software expected) Link: https://www.india.gov.in/spotlight/government-e-marketplace-procurement-made-smart	**6 hours**

Unit III	**Demand and Supply** Market Equilibrium – Pricing under perfect competition, monopolistic competition, Case study on pricing under monopolistic competition, Oligopoly - product differentiation and price discrimination; price-output decision in multi-plant and multi-product firms. Link: http://www.niti.gov.in/ https://dipam.gov.in/	**6 hours**
Unit IV	**Cost Concepts:** Cost Concept, Opportunity Cost, Marginal, Incremental and Sunk Costs, Cost Volume Profit Analysis, Breakeven Point, Case Study on marginal costs. Link: https://consumeraffairs.nic.in/en/price-monitoring-cell/price-monitoring-cell	**2 hours**
Unit V	**Regulated Markets** APMC, Agricultural Commodity Markets, Comparison MSP, Buffer Stock and Subsidies, Trends in Agricultural Pricing	**4 hours**
Unit VI	**Public Finance Infrastructure:** Familiarity with important terms/agencies/approaches/practices related to National Income (such as GDP, PPP, and Growth Rate), Foreign Trade (such as GATT, WTO) and union budget (such as Revenue Account, Capital Account, Revenue Deficit, Fiscal Deficit, Plan and Non-plan expenditure) is expected. Understanding of Summarized budget for the current financial year is required (knowledge of detailed budget provisions not required). Link: https://www.sebi.gov.in/ Link: https://dipam.gov.in/	**8 hours**
Unit VII	**Role and Importance of Agriculture in National Economy:** Share in National income, Source of livelihood, Employment, Industrial development and trade, India's position in World Agriculture, Comparison of India with other countries, and Agricultural Growth in India during pre and post-independence period. Credit in Indian agriculture: purposes of loans, Sources of finance and changes in theses over the plan period. Factors determining demand for credit.	**6 hours**

Exercises

Case Studies, Numerical Assignments, Filed visit to APMC

RECOMMENDED READING:

- Managerial Economics by Peterson, Lewis, Sudhir Jain, Pearson,
- Prentice Hall Indian Economy by Datt& Sundaram, 61st Edition, S
- Chand Managerial Economics by D. Salvatore, McGraw Hill, New Delhi
- Managerial Economics by Pearson and Lewis
- Managerial Economics by G.S. Gupta, T M H, New Delhi
- Managerial Economics by Mote, Paul and Gupta, T M H, New Delhi.
- Managerial Economics by Homas and Maurice, Tata McGraw Hill
- 8th Edition Indian Economy by Mishra and Puri, 24th Edition,
- Himalaya Publishing House Managerial Economics by Analysis
- Problems and Cases, P.L. Mehta, Sultan Chand Sons, New Delhi.
- Managerial Economics by Varshney and Maheshwari, Sultan Chand and Sons, New Delhi
- Managerial Economics by Joel Dean, Prentice Hall, USA.
- Managerial Economics by H L Ahuja, S Chand & Co. New Delhi

Case-studies to be discussed for each Module.

- Employability -45%
- Skill Development -35%
- Entrepreneurship -20%

COURSE TITLE: Agricultural Marketing & Social Media Trends

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures /Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23MBAF102	**Agricultural Marketing & Social Media Trends**	4	0	0	40	4	30	-	70	100	40%	40

COURSE OBJECTIVES:

- To familiarize students with the foundational terms used in Agricultural marketing.
- To familiarize students with basic concepts in marketing strategies.
- To develop skills in problem solving. Specifically, students should know how to establish online marketing objectives, analyse the e-business environment, assess the competition, and evaluate internal strengths and weaknesses for the process of formulating online marketing strategy

COURSE OUTCOMES:

After Completion of course students will able to:

CO1: Understand the basics of Agricultural Marketing

CO2: Applying the concept of Demand, supply and producer's surplus of Agri. commodities

CO3: Acquaint them with Product life cycle (PLC) and competitive strategies

CO4: Apply the knowledge of Market promotion

CO5: Analyzing of the Marketing process and functions

CO6: Applying the concept of Social Media Trends

MAPPING OF COURSE OUTCOMES (COS) WITH BLOOM'S TAXONOMY

CO	Description	Bloom's taxonomy		Units covered
		Level	Taxonomy	
CO1	Understand the basics of Agricultural Marketing	2	Understanding	1
CO2	Applying the concept of Demand, supply and producer's surplus of Agri. commodities	2	Applying	1& 2
CO3	Acquaint them with Product life cycle (PLC) and competitive strategies	3	Applying	3 &4
CO4	Apply the knowledge of Market promotion	3	Applying	4
CO5	Analyzing of the Marketing process and functions	4	Analyzing	5
CO6	Applying the concept of Social Media Trends	3	Applying	6

COURSE OUTLINE:

Sr. No.	Topic	Lectures
Unit I	**Definition and Concept of Marketing& Agricultural Marketing** Historical Scope of marketing – core concepts and terms used in marketing management like need, want, market potential, demand, sale, market share, customer value, value cycle etc. , Evolution of marketing – different orientations of marketing such as production, product, selling and customer; environmental and social issues and marketing; marketing and other management functions like human resource, finance, production, materials etc., Understanding Market – What is a "market place, market space, met markets, Types of markets like consumer market v/s B2B market, digital market etc. Cases of Agri & Food Marketing	**10 hours**
Unit II	**Concept of Marketing Mix-** Difference between goods and services – Characteristics of goods and services, seven 'P's of marketing mix – four 'P's of product and extended three 'P's of services and their importance in success of marketing activity.	**4 hours**

Unit III	**Marketing Environment, Agro based Market and Market Structure:** Concept of business environment – Elements, need to study business environment, dynamic nature of business environment Agro Base Market and Market Structure: Components, Dimensions of Market structure and classification, Market Forces, Marketing Functions and Functionaries Producer's Surplus of Agricultural Commodities, Tools for business environment analysis – SWOT analysis, Michel Porter's Five Forces Model, BCG Matrix Link: https://www.superheuristics.com/bcg-matrix-of-nestle-detailed/	**8 hours**
Unit IV	**Strategic Marketing Decisions** Concept of Product life Cycle – Stages in PLC, its role in marketing, PLC stages and marketing mix strategies. Segmentation, and Positioning – Definitions of STP; Need for segmentation, basis for segmentation like geographic, Demographic, Psychographic and Behavioral; Criteria for qualifying a segment like substantiality, Differentially, measurability, accessibility, and stability; Types of Segmentation; Process of segmentation; Targeting – Evaluating and selecting target segment considering segment size and growth, company objectives and resources, structural attractiveness of the segment, long term ROI and probability, organization's culture regarding Risk and Return. Positioning – Definition, Positioning themes, positioning Process, Types of Positions like single attribute, multiple attributes, cluster or solitary. Link; https://vtldesign.com/digital-marketing/digital-marketing-strategy/how-to-write-marketing-plan-template/	**10 hours**
Unit V	**Marketing Planning and Evaluation** Implementing and monitoring Marketing Plan – Tools and techniques like deciding quantitative objectives, deciding measuring yard stick, measuring performance, identifying gaps, gap analysis, developing new action plan implementing action plan and feedback and revision if needed.	**4 hours**

Unit VI	**Social Media Trends** Introduction to Class and Social Media, Definition of Social Media Marketing and Social Media, the Power of Social Media, Personal Brand. Theoretical Concepts Guiding Social Media: Power of Stories, the New Conversation option, Social Media Users of the World, Introduction to personal Brand. Social Networking: Target Audience, Influencers and Message: Six way to find Value, Social Technographic Profile, Use of Different Social Media Platforms, Social Network analysis: Promotions. Social Media Past & Present, Facebook, Twitter, LinkedIn, Pinterest, Use of Interpersonal Communication, Role of Social Media in Agri Marketing **Link:** https://blog.hootsuite.com/steps-to-create-a-facebook-business-page/	**4 hours**

Exercises

Assignment, Case Studies, Field Visits

RECOMMENDED READING:

1. Agricultural Marketing in India,3rd Edition, Oxford & IBH Publishing Company,1999,N.L.Agarwal,S.S.Acharya,
2. Kotler, Armstrong, Agnihotri and Haque, Principles of Marketing, Prentice Hall
3. Marketing Management - Philip Kotler, Kevin Lane Keller, Abraham Koshy,
4. Marketing Management, RajanSaxena, TMGH, 4th Edition
5. Principles of Marketing – Philip Kotler, Gary Armstrong, Prafulla Agnihotri
6. MKTG- CENGAGE Learning- Lamb/Hair/Sharma EhasanHaque, Pearson, 13thEdition
7. Marketing Management- Text and Cases, Tapan K Panda, 2nd Edition, Excel

Employability 50

Skill Development 50

Entrepreneurship – 0

COURSE TITLE: Agri Business Environment & Policy

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures /Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23MBAF103	**Agri Business Environment & Policy**	4	0	0	40	4	30	-	70	100	40%	40

COURSE OBJECTIVES:

- To understand the basics of sustainability, Climate Change, and its relevance in Agri-Business Environment and Policy
- To know the basics of different approaches used while formulating policies within the context of the Agri-Business Environment
- To understand linkages between Agriculture, Agri-Business, Environment, and Policies

COURSE OUTCOMES:

After Completion of course students will be able to:

CO1: Understand basics of Agri-Business Environment and Policy

CO2: Uderstand linkages between Agriculture, Agri-Business, Environment,and Policies

CO3: Applying the concept through learning practical insights with case studies.

CO4: Applying the basics of different approaches used while formulating policies within the context of the Agri-Business Environment.

CO5: Analyze environmental condition for agriculture sustainability.

CO6: Applying environmental policies for better agriculture.

MAPPING OF COURSE OUTCOMES (COS) WITH BLOOM'S TAXONOMY

CO	Description	Bloom's taxonomy		Units covered
		Level	Taxonomy	
CO1	Understand basics of Agri-Business Environment and Policy	2	Understanding	1
CO2	Understand linkages between Agriculture, Agri-Business, Environment,and Policies	2	Understanding	1& 2
CO3	Applying the concept through learning practical insights with case studies.	3	Applying	3
CO4	Applying the basics of different approaches used while formulating policies within the context of the Agri-Business Environment.	3	Applying	3 &4
CO5	Analyze environmental condition for agriculture sustainability	4	Analyzing	5
CO6	Applying environmental policies for better agriculture.	3	Applying	6

COURSE OUTLINE:

Sr. No.	Topic	Lectures
Unit I	**Foundations and Sustainability of Agribusiness Environment and Policy** **Foundations Agribusiness Environment and Policy** Overview of Business Environment, Business and Government, Business and Society Technological, Economic, and Demographic Environment, Agriculture and Economic Development, Relation between Agriculture Policy and Business **Sustainability of Agribusiness Environment** Agriculture Sustainability, Measurement of Sustainability at Farm and Business Level, Common issues for Agri-Food Business and Agriculture Sustainability Case Study: Agroecology accounting: biodiversity and sustainable livelihoods from the margins **Sanjay V. Lanka, Iqbal Khadaroo, Steffen Böhm** https://www.emerald.com/insight/content/doi/10.1108/AAAJ-12-2015-2363/full/html Case Study: Sustainability Management Status of Agro-Ecosystems: A Case Study of Sugarcane Farmers in Shevgaon and Paithan (Sub-Districts) of Maharashtra, India, Rahul Wadghane https://link.springer.com/article/10.1007/s40003-022-00617-8 https://drive.google.com/file/d/1oqEQouagYFCnqJMQFT6NqX5PC8yUKJ_x/view?usp=sharing Case Study: An overview of sustainable business models for innovation in Swedish agri-food production Per-ola Ulvenblad, Pia Ulvenblad & Joakim	10 hrs

	Tell https://www.tandfonline.com/doi/epub/10.1080/1943815X.2018.1554590?needAccess=true	
Unit II	**Basics of Macro-Environmental Analysis and Business Strategy** Environmental Analysis, and Economic Systems, Meaning and explanation of 'Strategy', Globalization and Strategy, Macro and Institutional (Organizational) Analysis using 'PEST Model' Case study: The Investment Valuation of Its a Checkmate: Company Based on PEST Analysis and POCD Method Research Yibing Miao, Yiling Zhu https://www.atlantis-press.com/proceedings/fmet-21/125961072 https://doi.org/10.2991/aebmr.k.210917.003	**6 hrs**
Unit III	**Different Approaches and viewpoints for a better Agri-Business Environment and Policy** Bottom-up Approach to policy implementation, Tragedy of commons, Climate Change and Public Policy, Polycentric Climate Governance, Community and Business (Companies), and Participation in Climate Action Case Study: Fertilizing Nature: A Tragedy of Excess in the Commons Allen G. Good, Perrin H. Beatty* https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3156687/ 10.1371/journal.pbio.1001124 Case Study: Transforming food systems through inclusive agribusiness, **George C.Schoneveld** https://www.sciencedirect.com/science/article/pii/S0305750X22001607 https://doi.org/10.1016/j.worlddev.2022.105970	6 hrs
Unit IV	**Government Policies in Agriculture** Policies regarding Agriculture Production Policies regarding environmental protection in agriculture Problems / Concerns for Agriculture Policy Case Study: The Enabling Environment for Inclusive Agribusiness in Southeast Asia https://ageconsearch.umn.edu/record/258846/ 10.22004/ag.econ.258846 Case study: Culture of Sustainability and Marketing Orientation of Indian Agribusiness in implementing CSR Programs—Insights from Emerging Market https://doi.org/10.3390/jrfm13110269 https://www.mdpi.com/1911-8074/13/11/269 **Conservation agriculture in India – Problems, prospects and policy issues** Suraj Bhan1 U.K.Behera2 https://doi.org/10.1016/S2095-6339(15)30053-8 https://www.sciencedirect.com/science/article/pii/S2095633915300538	6 hrs

Unit V	**Evolution of Indian Agriculture Policies** Different Focus Areas of Indian Agriculture Policy since independence. Global and National Changes and responses of Indian Agriculture Policy. Case Study: Indian Agriculture – A Review of Policy and Performance *C S C Sekhar* https://www.researchgate.net/publication/279806925_Indian_Agriculture_-_A_Review_of_Policy_and_Performance	6 hrs
Unit VI	**The Economics of Agri-Environmental Projects** Case Studies of Environmental Projects in Agriculture, Broder viewpoints of Economics of Farms, Cost Analysis of Agri-Environmental Projects, Basics of Agricultural Economic Modeling Tools Case study Exploring Farmers' Cultural Resistance to Voluntary Agri-environmental Schemes Rob. J.F. Burton,Carmen Kuczera,Gerald Schwarz https://onlinelibrary.wiley.com/doi/10.1111/j.1467-9523.2008.00452.x https://doi.org/10.1111/j.1467-9523.2008.00452.x Case study Improving targeting of farmers for enrollment in agri-environmental programs Robert J. Johnston,Amy L. Shober,Zhongyuan Liu https://onlinelibrary.wiley.com/doi/10.1002/aepp.13227 https://doi.org/10.1002/aepp.13227	6 hrs

Recommended Readings:

- Ashikary , M. 1986 Economics Environment of Business. S. Chand and Sons., Aswathappa, K 1997
- Essentials of Business Environment. Himaaya Pabl.
- Francis Cherunilam. 2003. Business Environment. Himalaya Publ.
- Kulkarni. B.D. 1996. Economics Analysis and Business Policy
- Candra, P. 1997. Financial Management
- Shete, N.B. 2000 Financing Agri-Business.
- Case studies mentioned in each unit

Employability: 35

Skill Development: 45

Entrepreneurship: 20

THE DETAIL SUBJECT BASKET FOR VALUE ADDED COURSES

COURSE TITLE: Aptitude Performance Evaluation & Training – I

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures /Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23VAC101	Aptitude Performance Evaluation & Training - I	3	0	0	30	3	25	-	25	50	40%	20

COURSE OBJECTIVES:

- To enhance the problem solving skills
- To improve the basic mathematical skills
- To help students who are preparing for any type of competitive examinations.

Course Contents

Sr. No.	Topic	Lectures
Unit I	Introduction Speed Calculation & Number System, Factors, Divisibility, HCF, LCM: **Activity:** Mathematical games. Practice test to be given & continuous assessment to be done.	**06 hours**
Unit II	Number/Letter Series Coding/Decoding, Profit & Loss Simple Interest, Compound Interest.	**06 hours**
Unit III	Percentages: Family Tree, Directions, Puzzles, Ratio & Proportion, Partnership, **Activity:** Practice test to be given & continuous assessment to be done.	**06 hours**
Unit IV	**Averages**, Mixtures, Allegations, Interim Test & Analysis, Set Theory, Venn Diagram, Syllogism.	**06 hours**

	Activity- Practice test to be given & continuous assessment to be done	
Unit V	Multidimensional arrangements, Puzzles, Missing Number in series, **Activity:** Practice test to be given & continuous assessment to be done.	**06 hours**

Reference Books:

- Quantitative Aptitude for Competitive Examinations by R. S. Aggarwal.
- Fast Track Objective Arithmetic (Rajesh Verma)
- Teach Yourself Quantitative Aptitude (Arun Sharma)
- The Pearson Guide to Quantitative Aptitude for Competitive Examination.

COURSE TITLE: Tally Certification (SEM – I):

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures /Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23VAC104	Tally Certification	2	0	1	30	3	25	-	25	50	40%	20

Course Objectives:

To impart knowledge regarding concepts of Financial Accounting Tally is n

accounting package which is used for learning to maintain accounts.

Course Contents

Sr. No.	Topic	Lectures
1	**Basics of Accounting** Types of Accounts, Golden Rules of Accounting, Accounting Principles, Concepts and Conventions, Double Entry System of Book Keeping, Mode of Accounting, Financial Statements, Transactions, Recording Transactions.	**01 hour**
2	**Fundamentals of Tally. ERP 9** Getting Functional with Tally. ERP 9 Creation / Setting up of Company in Tally. ERP 9	**01 hour**
3	**Accounting Masters in Tally. ERP 9** • F11:Features • F12 : Configurations • Setting up Account Heads	**01 hour**
4	**Inventory in Tally. ERP 9** • Stock Groups • Stock Categories • Godowns / Locations • Units of Measure	**01 hour**

	• Stock Items • Creating Inventory Masters for National Traders	
5	**Voucher Entry in Tally. ERP 9** • Accounting Vouchers • Inventory Vouchers • Invoicing	**01 hour**
6	**Advanced Accounting in Tally. ERP 9** • Bill-wise Details • Cost Centres and Cost Categories • Voucher Class and Cost Centre Class • Multiple Currencies • Bank Reconciliation • Interest Calculations • Budgets & Controls • Scenario Management	**01 hour**
7	**Advanced Inventory in Tally. ERP 9** • Order Processing • Reorder Levels • Tracking Numbers • Batch-wise Details • Additional Cost Details • Bill of Materials (BoM) • Price Levels and Price Lists • Stock Valuation • Zero Valued Entries • Inventory Ageing Analysis • Different Actual and Billed Quantities	**01 hour**
8	**Value Added Tax (VAT)** • Configuring VAT in Tally. ERP 9 • Creating Masters • Entering Transactions • Accounting for Return of Goods • Rate Difference in Purchase / Sales • Accounting for Interstate Transactions	**01 hour**

	• Exempt Transactions under VAT • Purchases from Unregistered Dealers • Claiming ITC on Capital Goods • Inter-State Branch Transfers • VAT Reports • VAT for Composite Dealers	
9	**Central Sales Tax (CST)** • Basics of Central Sales Tax (CST) • Enabling CST in Tally. ERP 9 • Recording Interstate Transactions in Tally. ERP 9 • Payment of CST • CST Reports	**01 hour**
10	**Point of Sale (PoS)** • Features of Point of Sale (PoS) in Tally. ERP 9 • Configuring Point of Sale in Tally. ERP 9 • Entering POS Transactions • POS Reports	**01 hour**
11	**Job Costing** • Configuring Job Costing In Tally. ERP 9 • Creating Masters for Job Costing • Recording Transactions • Job Costing Reports	**01 hour**
12	**Multilingual Capabilities** • Configuring Tally. ERP 9 for Multilingual Capabilities • Creating Masters • Entering Transactions in Multiple Languages • Transliteration • Generating Reports	**01 hour**
13	**Technological Advantages of Tally. ERP 9** • Tally Vault • Security Control • Tally Audit • Backup and Restore • Split Company Data	**01 hour**

	• Export and Import of Data • ODBC Connectivity • Web Enabled, Print Preview and Online Help • Printing of Reports and Cheques	
14	**Tally.NET and Remote Capabilities** • Overview of Tally.NET • Configure Tally.NET Features • Connect Company on Tally.NET • Create Remote Users • Authorise Remote Users • Remote Access	**01 hour**
15	**Application Management and Controls** • Concept of Control Centre • Installing & Activating Tally. ERP 9 • Logging to Control Centre • Managing Accounts using Control Centrev	**01 hour**
16	**Online Help and Support** • Features of Support Centre • Accessing the Support Centre • Using Support Centre	**01 hour**
17	**Service Tax** • Basics of Service Tax • Configuring Tally. ERP 9 for Service Tax • Creating Masters • Entering Transactions • Accounting for Advance Receipts • Accounting for Opening Service Tax Credit • Payment of Service Tax • Service Tax Reports	**01 hour**

18	**Tax Deducted at Source** • Basic concepts of TDS • Configuring TDS in Tally. ERP 9 • Creation of Masters • Processing Transactions • TDS Reports **Tax Collected at Source** • Basic Concepts of TCS • Configuring Tally. ERP 9 for TCS • Creating Masters • Entering Transactions • TCS Reports	**01 hour**
19	**Excise for Dealers** • Basic Concepts • Salient Features of Dealer Excise • Enabling Dealer Excise in Tally. ERP 9 • Creating Masters • Entering Transactions • Excise Reports • Sales & Purchase Extract **Excise for Manufacturers** • Basic Concepts of Excise Duty • Configuring Excise in Tally. ERP 9 • Creation of Masters • Processing Transactions • Excise Reports	**01 hour**
20	**Payroll Accounting and Compliance** • Configuring Payroll in Tally. ERP 9 • Creating Payroll Masters • Processing Payroll in Tally. ERP 9 • Accounting for Employer PF Contributions • Accounting for Employer ESI Contributions • Payment of Professional Tax • Generaxting Payroll Reports	**01 hour**

Reference Books:

- GST according with Tally ERP 9 - Ashok Nandhani
- Tally ERP 9 - Rajesh Chheda
- Comprehensive computer learning GST - Navneet Mehra
- Tally ACE - The official book from Tally.
- Tally Guru -The official book fromTally.
- Tally Pro -The official book fromTally.

Course Title: Advanced Excel for Data Analysis

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures /Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23VAC103	Advanced Excel for Spreadsheet Analysis	1	0	2	50	3	25	-	25	50	40%	20

Course Objectives:

- **Knowledge:** For students to develop basic knowledge of Excel application / analysis tools, data analysis systems and forecasting systems for various business process for productivity and effectiveness.
- **Skills:** Using Excel.
- **Abilities:** To develop ability to understand appropriate applications and role of Excel in different business domains.
- **Attitude:** To create/analyze/summarize the data/charts and tables faster, better and more effectively as an executive.
- **Learning:** Pre-reading, Self-Reading and Teacher Aided Learning.

Course Contents

Sr. No.	Topic	Lectures
Unit I	**Creating and Formatting Data** Overview, Combining cell contents, using conditional formatting, Creating a custom number format, creating a custom date format, Creating and applying a style.	**01 hours**
Unit II	**Creating and Formatting Content** Overview, Inserting clip art, inserting graphics, Moving graphics, resizing graphics , Formatting graphics, Creating and modifying diagrams, Moving and resizing diagrams, formatting diagrams, Annotating a chart, Filling data	**01 hours**

	series with pictures, Changing the chart type , Manipulating pie charts, Selecting and saving a chart template, Working with Smart Arts	
Unit III	**Using the Research Tool and Validating Data** Overview, Using the Thesaurus to find synonyms, using research services, Using totals as visual checks, using formulae for automatic checks, using the Range Finder, Auditing a worksheet, using error checking, Watching and evaluating formulae.	**01 hours**
Unit IV	**Importing Data into Excel** Overview, importing from an external data source, using a database query, Importing data from a Web page	**30 minutes**
Unit V	**Working with Tables** Overview, Creating and modifying a table, Using data forms to manage tables, Using advanced filters, Using subtotals, Grouping and outlining data, Using data validation, Circling invalid data.	**01 hours**
Unit VI	**Analyzing Data with Automated Tools and with Scenarios** Overview, Using Goal Seek, Using a data table, Creating and showing scenarios, Merging scenarios, Creating a scenario report	**01 hours**
Unit VII	**Using PivotTables and Pivot** Overview, Creating a PivotTable report, Specifying the data to analyze, Modifying a PivotTable report, Updating a PivotTable, Grouping data in a PivotTable, Using the Report Filter area, Drilling down to the detail, Changing the type of calculation, Filtering in a PivotTable, Grouping data in a PivotTable, Sorting PivotTables, Formatting a PivotTable, Charting a PivotTable.	**01 hours**
Unit VIII	**Analyzing Data with Functions, Protecting Cells, Sheets, and Books** Overview Using the Lookup functions, Using the Conditional Sum Wizard, Using Database functions, Protecting cells, Protecting worksheets/ workbooks, Adjusting macro settings	**1 hours**
Unit IX	**Collaborating with Others** Overview, creating a shared workbook, viewing and removing users, Resolving conflicting changes, Viewing the change history, Comparing and merging workbooks, Tracking changes to a workbook, Accepting and rejecting changes, Removing workbook sharing.	**01 hours**

Unit X	**Managing Data and Workbooks** Overview, Publishing workbooks as Web pages, Creating a workbook template, Editing a workbook template, Consolidating worksheets, Hiding columns, rows, sheets and books, Saving a custom view, Viewing and changing workbook properties	**01 hours**
Unit XI	**Working with Macros** Recording Macros, Editing Macros, Viewing Macros, Changing/editing macro shortcuts, Deleting Macros.	**30 minutes**

Reference Books:

- Microsoft Excel –Bible-John Walk enbach-Wiley Publications
- Franchising: A Business Model For Growth Taneja, Satish Galgotia Publishing Company
- Guide To Business Modelling Tennent, John Profile Books Ltd
- Business Model Generation Osterwalder, Alexander Wiley Publications
- Microsoft Excel 2013 : Data Analysis And Business Modeling Winston, Wayne PHI Learning

Course Outcome

- Excel Basics
- Work with Cells and Worksheets
- Calculate Your Data
- Format your Workbook
- Add Charts and Graphics
- Collaborate with Others
- Analyze your Data
- Work with Macros and the Web

Note: The teaching hours are indicative. Being on-line sessions the students are expected to do the practice session on-line and also after completion of each topic and that is why practice time is not included with the topic completion time.

Theory Topics to be covered:

Employability -100% Skill Development -90% Entrepreneurship -10%

Foreign Language

We will be providing students with the Certification from MIT ADT University covering the syllabus close to the standard certifications of the respective Foreign Languages in the basic level (A1, N5) respectively.

Language	**Standard Certification**
Spanish	Level A1 as per Dele Institute
French	Level A1 as per Alliance Française
German	Level A1 as per Goethe Institute
Japanese	Level N5 as per Japanese Language Proficiency Test (JLPT) Japan

Our Objective –

- To make students aware of the knowledge/importance of Foreign Languages.
- To develop a strong base for career opportunities in foreign countries.
- To create and develop Foreign Language competencies.
- To promote the students for global career growth/ global acceptance.
- To enable the students to get entry in the respective country for further studies and career enhancement.
- To enable student for basic/necessary communication in the respective foreign country.
- To enable student Read, Write, Speak, & understand the foreign Language.

SPANISH

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures/Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23UCC102S	Spanish	3	0	0	30	3	25	-	25		Combined	P

Course Objectives:

1. The course will provide a solid foundation for communication in the language focusing on daily greeting, vocabulary, basic conversation and basic grammar.
2. Upon successful completion of this course, the students will be able to use basic vocabulary in simple conversation in present tense.
3. Recognize culture-specific perspectives. Students will be trained in all the four skills (reading, writing, speaking and listening) of Spanish Language.

Course Contents

Sr. No.	Topic	Lectures
Unit I	**Introduction to Spain and Spanish Language**. (About Spain & Spanish Speaking countries. Basic greeting, Self-introduction, Alphabets, Numbers, Days of week & Months of year). Framing simple dialogues using basic greeting, asking and giving information about personal details.	**06 hours**
Unit II	**Introduction to Nouns, Articles & Adjectives** Identification of nouns, forming plurals. Simple phrases with articles, nouns & adjectives.	**06 hours**

Unit III	**Regular verbs in Present tense , Interrogative Pronouns & Describing weather , seasons and region.** Framing simple sentences with verb conjugation, describe places expressing existence & location and the climate.	**06 hours**
Unit IV	**Irregular verbs in present tense, Prepositions & Speaking of motives of action.** Sentences & Exercises with irregular verbs and preposition and justifying actions	**06 hours**
Unit V	**Demonstrative adjective & Possessive adjective. Verbs to express interest ,Talking about family.** Describe family members and people	**06 hours**
	Total hours	**30**

Reading Material:

1. Aula 1 International

References:

1. Worksheets

References:

1. **Duolingo.com/learn**

FRENCH

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures/Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23UCC102F	French	3	0	0	30	3	25	-	25		Combined	P

Course Objectives:

- To help the student communicate in the French language at a basic level.
- To help the student understand basic sentence construction.
- To help the student create basic sentences talking about unquestioning oneself, one's place of being and about surrounding people and things.

Learning Objectives:

Student will be able to –

- Learn basic sentence construction
- Understand for the purpose of basic communication how to speak about and question one's surroundings.
- Learn vocabulary and expressions about people, place, time and things

Course Contents

Sr. No.	Topic	Lectures
Unit I	Vous connaissez la France? – Introduction Spoken task -record an audio	**06 hours**
Unit II	Autour de moi- Presenting and questioning Nouns. Written task- forming questions and exercises	**06 hours**
Unit III	Le monde- Sentence structure, talking about oneself, countries, cities ,etc. Written task- form sentences about oneself, countries, cities ,etc	**06 hours**
Unit IV	Ma famille- writing and talking about :Family, house and time.	**06 hours**

	Written task- form sentences about one's family and house.	
Unit V	Mes loisirs- writing and talking about :Hobbies. Written task- form sentences using different verbs and talk about one's hobbies	**06 hours**
Unit VI	Ma routine- writing and talking about : daily activities, seasons and one's body. Written task- form sentences about one's daily routine and seasons	**06 hours**
	Total hours	**30**

Reading Material:

2. Saison 1(unit 1-6)- Didier

References:

2. Extracts from : Alter Ego 1, En Echanges, Entre jeunes, Apprenons le français.

Worksheets

JAPANESE

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures /Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23UCC102J	Japanese	3	0	0	30	3	25	-	25		Combined	P

Course Objectives:

The main objective of this course is to enable students to develop interest in Japanese language and culture, become aware of their society and lifestyle.

This course centers on study of language features that support communication.

Learning Objectives:

By end of the 1st term, Student will be able to –

- Understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type.
- Introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has.
- Interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

Learning Objectives:

By end of the 2nd term, Student will be able to –

- Understand sentences and frequently used expressions related to areas of most immediate relevance.
- Communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters.
- Describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need and also the matters of interest.

Course Contents

Sr. No.	Topic	Lectures
Unit I	**Orientation** Characteristics of Japanese language Hiragana script, Daily greetings, Classroom expressions, recognising and writing letters of Hiragana, Self-introduction. Script and expressions Practice Audio clips.	**06 hours**
Unit II	Katakana script, recognising and writing letters of Katakana, names, talking about countries, nationality and languages, basic affirmative, negative sentences and questions. Script practice	**06 hours**
Unit III	Basic sentence structures, demonstrative and possessive pronouns, Numbers, price. Practice sheets and cultural information	**06 hours**
Unit IV	Concepts related to time and place Introduction to Verbs Past tense, Yes/No answering questions. Practice sheets and cultural information.	**06 hours**
Unit V	Calender, Means of transport Reaching a destination Revision. Practice sheets and cultural information.	**06 hours**
	Total hours	30 Online

Reading Material:

1. "Minnano Nihongo" Part 1-1 (Goyal Saab Publications)
2. Sheets in pdf form
3. Audio clips

References:

1. Minnano Nihongo Japani Bhasha Bhashantar ani wyakaran (vol.1)
2. Marugoto (Japan Foundation materials)
3. Created Worksheets

Further readings:
MOOC –
e-Minato (JapanFoundation) (https://minato-jf.jp/)
Duolingo.com/learn

COURSE TITLE: Foreign Language: - German

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures/ Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term) / (Continues Ass)	Jury JR	Paper (End Term Exam)			
23UCC102G	German	3	-	-	30	3	25	-	25	50	-	20

COURSE OBJECTIVES:

- To develop proficiency of the language and understand the importance of writing communication.
- To understand basic linguistic and communicative structures of the German/French/Spanish/Japanese Languages

Course Contents

Communication	**Lectures**	**Grammar**	**Lectures**
Self-Introduction in German a. Greeting b. Introduction c. Basic Questions	2	Introduction to: a. Alphabets b. Numbers c. Pronunciations d. Spelling Construction	2
Communication at Restaurants a. To order b. Asking for a Bill c. Asking for a place to sit d. Related Vocabulary	3	Introduction to Nouns and Articles a. Definite and Indefinite articles b. Possessive articles c. Personal pronouns d. Negating Nouns	3

Communication between Classmates a. Self-Introduction b. Sharing Interests c. Related Vocabulary d. Countries in Europe and their spoken languages	3	Introduction to Verbs: a. Rules b. Conjugation c. Trennbare Verben d. Negating Verbs e. W – Fragen f. Modal Verben	4
Profession, Meetings and Orientation: a. Official etiquettes b. Related Vocabulary	2	Introduction to: a. Akkusativ b. Dativ	2
Food and Drinks: a. Related Vocabulary	2	Introduction to tenses: a. Präteritum (Haben& Sein) b. Perfect (Introduction)	2
Body. Health, Weather, Exercise Fashion a. Related Vocabulary	2	Introduction to: a. Imperative Sentences b. Basic Email	2

COURSE TITLE: Business Communication & Proficiency Skills –I

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures /Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23MBAC105	Business Communication & Proficiency Skills-I	3	0	1	40	4	30	-	70	100	40%	40

Course Objective:

- To develop the language and understand the importance verbal & non-verbal communication.
- To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener.
- To develop the fundamental skills of business communication techniques and the ability to be effective in writing business documents.
- To develop command over English language with proper grammatical frameworks.

Course Outcomes:

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

CO1: Develop the language and understand the importance verbal & non-verbal communication.

CO2: Develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener.

CO3: Develop the fundamental skills of business communication techniques and the ability to be effective in writing business documents.

CO4: Develop command over English language with proper grammatical frameworks.

Mapping of Course Outcomes (COs) with Bloom's Taxonomy

CO	Description	Bloom's taxonomy	Units covered
CO1	Develop the language and understand the importance verbal & non-verbal communication.	Applying	I II
CO2	Develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener	Applying	II, III
CO3	Develop the fundamental skills of business communication techniques and the ability to be effective in writing business documents	Applying	IV,V
CO4	Develop command over English language with proper grammatical frameworks	Applying	I, II, IV, V, VI

Course Contents

Sr. No.	Topic	Lectures
Unit I	**Introduction to Business Communication** Importance of Business communication at workplace. Effectives- Types of Communication Verbal vs Non Verbal Communication, Use of Digital tools & social media platforms like LinkedIn, Facebook to communicate Business information: An emerging trend in Communication. Challenges involved in Digital media communication. **Activity:** • Management games can be planned – Passing the information by Acting Significance. • This activity will focus on the significance of Communication, channels & students will learn how miscommunication can happen if proper channel is not used	**02 hours**

Unit II	**Verbal Ability Grammar** Sentence correction, Vocabulary building, Sentence Completion, Close Test, Jumble, Verbal Analogies Theme. Reading Comprehension Jumble, Verbal Reasoning, Para Summary · Fact, Inference, Judgment · Odd Sentence out Critical reasoning (Theme Detection), Cause & action: Verbal. . Analogy · Strong & Weak Argument (Verbal Analogy) · Reason & Assertion · Eclectic Composition (Articulation). **Activity:** Practice test to be given & continuous assessment to be done. **(4 Hours)** **Listening** Importance of Listening Skills, Techniques of effective Listening-Listening & Comprehension, Probing Questions, Barriers to listening, Cultivating good Listening Skills **Activity:** Listening test should be conducted form British Council or IDP mock test	**10 hours**
Unit III	**Speaking** Pronounce Correctly the Consonant Cluster in English.-Pronounce Correctly the Plural & Past Tense Markers in English- Self-Introduction with SWOT Analysis of individual, defining individuals long term goal- Extempore- Common errors in speaking- Using Magic words, Connecting words enriched vocabulary during communication Basics of Presentation skills- Preparing Power point presentation. **Activity:** Students should prepare their own SWOT Analysis 1-2 pages Self-Introduction should be prepared & Video Recording of the same to be submitted.	**07 hours**

Unit IV	**Writing** Formal communication- Letter writing, writing application letters for various purposes. Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self- editing, etc. Composition on a given situation, a short formal report for events organized –Writing. Emails. Basic email etiquettes- Letter of Job Application, Acceptance of Job offer, Resignation letter. **Activity:** Students should draft 2 formal communication letters & One Report.	**03 hours**
Unit V	**Reading** Techniques of effective reading- Gathering ideas & information from the given text- Identify the main claim of the text, Identify purpose, Identify context, Identify Concepts. Evaluating the ideas & information- Identify the argument employed in the text, Identify theories employed or assumed. Interpret the text- To identify what text says, to identify what text does, to identify text means. **Activity** Text should be able to answer the passages given correctly.	**04 hours**
Unit VI	**Soft Skills** Etiquette and Netiquette, Time Management, Interpersonal Skills, Conflict Management & Stress Management **Activity-** This entire unit can be conducted in workshop mode with Practical Time management, Conflict management & Stress Management Exercises.	**04 hours**

Reference Books:

- Business Correspondence & Report Writing by R. C. Sharma & Krishna Mohan, Tata McGraw Hill, 4th Edition, 2011ft
- Business Communication & Soft Skills, The ICFAI University Press
- Basic Business Communication, Skills for empowering the internet generation- Lesikar & Flatley Tata McGraw Hill, 10th Edition, 2005
- Business Communication – Harvard Business Essentials Series, HBS Press

Semester II

Post Graduate Diploma / Master of Business Administration in Agri and Food Business Management

Semester II

Sr. No.	Subject Name	Category of Courses	Credits	L	T	P	Internal		External		Marks
							T	P	T	P	
23MBAC201	Research Methodology using SPSS	FSC	3	2	0	1	30	25	70	25	150
23MBAC203	Human Capital Management	DSC	3	3	0	0	30		70		100
23MBAC205	Production & Operation Management	OEC	3	3	0	0	30		70		100
23MBAC206	Legal Business Environment	FSC	3	3	0	0	30		70		100
23MBAC207	Management Information System	FSC	3	3	0	0	30		70		100
23MBAF201	Agriculture Finance	DSC	3	3	0	0	30		70		100
23MBAF202	Agri Insurance Management	DSC	3	3	0	0	30		70		100
23MBAF203	Rural Marketing	DSC	3	3	0	0	30		70		100
	Total		24								850
	Value Added Courses / UCC										
23VAC103	Advanced Excel and spread sheet analysis	SEC-SB	3	2	0	1					50
23UCC202G	Foreign Language German FLE1	AECC	At actual								
23UCC202F	Foreign Language French FLE2	AECC									
23UCC202S	Foreign Language Spanish FLE3	AECC									
23UCC202J	Foreign Language Japanese FLE4	AECC									
CERT:1	Agriprenurship Workshop	SEC-SB	Workshop Mode								
CERT:2	Leadership & Entrepreneurship skills	SEC-SB	Workshop Mode								
CERT:3	NPTEL Swayam Course Certification - Digital Marketing	SEC-SB	As per the actual time to time guidelines from NPTEL								

*FLE- Foreign Language Elective: Out of four students have to choose any one

COURSE TITLE: Research Methodology using SPSS

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures / Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23MBAC201	Research Methodology using SPSS	2	-	1	30	3	30	-	70	150	40%	40

COURSE OBJECTIVE:

- To equip the students with the basic understanding of the research methodology in changing business scenario
- To develop an understanding of various research designs and techniques
- To explore the analytical abilities and research skills among the students

COURSE OUTCOMES:

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

CO1 Define various concepts & terms associated with scientific business research
CO2 Relate the terms and concepts used in all aspects of scientific business research.
CO3 Make use of scientific principles of research to solve business research problems.
CO4 Develop the ability to apply the methods while working on a research project work
CO5 Assess the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given business research problem
CO6 Formulate Research problem and suggest suitable research methodology to identify workable solutions

Mapping of Course Outcomes (COs) with Bloom's Taxonomy

CO	Description	Bloom's taxonomy	Units covered
CO1	Define various concepts & terms associated with scientific business research	Remembering	Unit I and Unit III
CO2	Relate the terms and concepts used in all aspects of scientific business research.	Understanding	Unit I and Unit III
CO3	Make use of scientific principles of research to solve business research problems.	Applying	Unit II and Unit IV
CO4	Develop the ability to apply the methods while working on a research project work	Analyzing	Unit IV
CO5	Assess the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given business research problem	Evaluating	Unit III
CO6	Formulate Research problem and suggest suitable research methodology to identify workable solutions	Creating	Unit V and Unit VI

Mapping of CO's with PO's and PSO's

Course outcomes	Program outcomes			Program Specific outcomes		
	PO1	PO2	PO3	PSO1	PSO2	PSO3
CO1	H	-	-			
CO2	H	-	-			
CO3	M	-	-	M		
CO4		M	M	H		
CO5		H	H		M	M
CO6		M	H		H	H

L=Low; M= Medium; H= High

COURSE OUTLINE:

Sr No	Topic	Lectures
Unit 1	**Introduction:** Definition of research, Objective of research, Types of research, Meaning and significance of research, Importance of scientific research in business decision making. Concepts and tools for business research: Introduction, Constructs and concepts, Variables, Deductive and inductive logic, Quantitative and qualitative research	**5 hours**
Unit 2	**Research process:** Identifying research problem, Formulating research problem, Hypothesis development, Guidelines for good business research.	**5 hours**
Unit 3	**Research design :** Introduction: definition and objectives, Types of research design, **Sample Design:** Definition and need, Importance of Sampling techniques, Types of sampling methods.	**5 hours**
Unit 4	**Measurement scales:** Introduction, Quantitative and Qualitative measures, Classification and types of measurement scales, Statistical analysis based on scales, Types of scales or scaling techniques, Comparative scaling techniques, Non comparative scaling techniques, Guidelines for deciding scales	**5 hours**
Unit 5	**Data Collection:-** Primary and secondary data- Definition, Advantages, Disadvantages, Primary and secondary data sources, Data collection of secondary data, Primary data collection, Design of questionnaire, Sample questionnaire	**5 hours**
Unit 6	**Data Analysis & Report Writing:** Data Processing, Analysis, Interpretation, Meaning & Characteristics of Research Report, Steps involve in report writing	**5 hours**

RECOMMENDED READING:

- Quantitative Techniques in Management by N.D. Vohra Tata,
- McGraw Hill Publications, 4th Edition
- Quantitative Approaches to Management by Levin, Rubin, Stinson & Gardner
- Operations Research Theory & Applications by J K Sharma- MacMillan Publishers India Ltd., 4th Edition
- An introduction to management science: Quantitative approach for decision making- Cengage Learning-Anderson
- Introduction to Operations Research by Billey E. Gilett, TMGH
- Managerial Decisions Modeling with Spreadsheets by Bal Krishnan, Render, Stair, Jr., Pearson Education.

Employability - 35%
Skill Development – 35 %
Entrepreneurship - 30%

Course Title: Human Capital Management

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures / Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23MBAC101	**Human Capital Management**	3	0	0	45	3	30	-	70	100	40%	40

COURSE OBJECTIVES:

- Develop students' understanding of the role of Human capital management in organizational success.
- Provide students with an understanding of the strategic importance of human resource management.
- Develop students' skills in managing human resources effectively

COURSE OUTCOMES:

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

CO1: Understanding the Global perspective on role of HRM in modern business
CO2: Articulate & plan human resources and implement techniques of job Analysis and Job Design
CO3: Illustrating Competency to recruit, train, and appraise the performance of employees.
CO4: Detecting employee issues and evaluate the new trends in HRM

Mapping of Course Outcomes (COs) with Bloom's Taxonomy

CO	Description	Bloom's taxonomy	Units covered
CO1	Understanding the Global perspective on role of HRM in modern business.	II-Understanding	I,II,III,IV,V
CO2	Articulate & plan human resources and implement techniques of job Analysis and Job Design	III-Applying	II,III,IV
CO3	Illustrating Competency to recruit, train, and appraise the performance of employees	IV-Analyzing	III,IV
CO4	Detecting employee issues and evaluate the new trends in HRM	V-Evaluating	IV,V

Mapping of CO's with PO's and PSO's

Course outcomes	Program outcomes			Program Specific outcomes		
	PO1	PO2	PO3	PSO1	PSO2	PSO3
CO1	H			H	H	
CO2		H	M		M	H
CO3	M		H	M	H	
CO4	M	H		H		M

L=Low ;M=Medium; H=High

COURSE DETAILS:

Sr No	Topics	Lecture
Unit 1	Introduction : Concept and Challenges - Introduction, Objectives, Scope, Features of HRM, Role of HRM, Importance of HRM, Policies and Practices of HRM, Functions of HRM ,Challenges of HRM. Introduction to SHRM: Define SHRM, importance and nature. HRM Models: Harvard Model, Fombrun model, Guest model, Warwick model. SHRM "matching model".	10 hours
Unit 2	HR Acquisition & Retention: Human Resource Planning: Definition, Objective, Need and Importance, HRP Process, Barriers to HRP. Job Analysis Process – Contents of Job Description & Job Specification, Job description Vs job specification, Job design, Factors affecting Job design, Job enrichment Vs job enlargement. Recruitment -	10 hours

	Introduction & Sources of Recruitment, Difference between recruitment and selection. Selection Process, Induction and Orientation. Career Planning-Process of career planning and development Succession Planning Process, Transfer and Promotion. Retention of Employees: Importance of retention, strategies of retention.	
Unit 3	Training and Development : Definition – Scope – Conceptual framework of Training and development of Employees, Role of Training in Organizations, Objectives, The Training and Development Process, Training Need Assessment, Types of training, Difference between training and development, E-Learning. Benefits of training, Evaluation of Training Effectiveness: Kirkpatrick model.	8 hours
Unit 4	Managing Employee Performance and Training: Performance Appraisal & Performance Management – Definition, Objective, Importance, Appraisal Process and Appraisal Methods - Performance and its purpose. Performance Appraisal Vs Performance Management, Potential Management.	7 hours
Unit 5	Compensation Management: Concept, Objectives, Importance of Compensation Management, Process, Current Trends in Compensation. Factors in compensation plan. Wage/ Salary differentials, Components of salary. Incentives and Benefits – Financial & Nonfinancial Incentive, Fringe Benefits. Employees Separation - Retirement, Termination, VRS, Golden Handshake, Suspension, Concepts & Methods, Grievance Procedure in Indian Industry. Emerging Trends in HRM: HRIS- Need, Advantages & Uses of HRIS. HR Accounting- Concepts, Objective, Advantage, Limitation & Method. HR Audit- Concept, Objective, Scope & Process. HR Shared Services- Concept, Objective, Benefits, Issues creating HR Shared Services. Managing Global HR.	10 hours

EXERCISES:

- Training & Development Effectiveness at Big Bazaar.
- Apple way of conducting Meetings
- Tata Consultancy services: Building Talent Pool
- Case studies to be discussed for each module.
- Role Plays, Management games to be conducted.
- Movie - Goal II

RECOMMENDED BOOKS:

- Human Resource Management, Dr. S.S. Khanka, Sultan Chanda , Delhi
- Human Resource Management, Deepak Bhattacharya, Sage Publishing Ltd.
- Human Resource Management, Arun Monppa , Tata McGraw Hill Publishing Company
- Human Resource Management, Mirza & Zaiyaddin
- Human Resource Management, R. S. Dwiwedi , Vikas Publishing House.
- Human Resource Management, C.B.Mamoria , Himalaya Publishing House
- Human Resource Management, Gary Dessler Dorling Kindersley Pvt Ltd.

- Human Resource Management: Text and Cases, K Aswathappa , Tata McGraw Hill Publishing Company.
- Performance Appraisal and Management, Himalaya Publishing House.
- Human Resource Management in Organizations, Izabela Robinson, Jaico Publishing House.
- Armstrong's Essential Human Resource Management Practice - A guide to people management, Michael Armstrong, Koganpage.
- Applied Psychology in Human Resource Management, Cascio & Aguins, PHI.

Employability -35%
Skill Development -35%
Entrepreneurship -30%

COURSE NAME: Production and Operations Management

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures / Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23MBAC205	**Production and Operations Management**	3	0	0	45	3	30	-	70	100	40%	40

Course Objectives: This course attempts to help students learn operations management systems and Analysis issues pertaining to management of productivity, manufacturing technology, and facilities, Operations planning and control and management of materials and quality.

Course Outcome:

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

CO 1: Understand of operations model, procedure of new product development and types of operations

CO 2: Understand different types of manufacturing and service systems, how location decision are taken and will have understanding of various plant layout in practice.

CO 3: Learn importance of production planning and production planning techniques, various types of scheduling techniques for production and strategies adopted by firms for production.

CO 4: Understand concept of supply chain management and role of supply chain members, challenges in supply chain and strategies adopted by firms. Student will also learn process and methods of industrial purchasing and how effectively inventory is controlled in manufacturing firm.

CO 5: Learn importance of quality and its management with tools and techniques of quality management

CO 6: Learn concept of productivity, how to improve productivity of an organization with the help of productivity improvement techniques and how resources can be optimized for productivity.

Mapping of Course Outcomes (COs) with Bloom's Taxonomy

CO	Description	Bloom's taxonomy	Units covered
CO1	Understand of operations model, procedure of new product development and types of operations	II	I
CO2	Understand different types of manufacturing and service systems, how location decision are taken and will have understanding of various plant layout in practice.	II	I

CO3	Learn importance of production planning and production planning techniques, various types of scheduling techniques for production and strategies adopted by firms for production.	IV	III
CO4	Understand concept of supply chain management and role of supply chain members, challenges in supply chain and strategies adopted by firms. Student will also learn process and methods of industrial purchasing and how effectively inventory is controlled in manufacturing firm.	II	IV
CO5	Learn importance of quality and its management with tools and techniques of quality management	II	V
CO6	Learn concept of productivity, how to improve productivity of an organization with the help of productivity improvement techniques and how resources can be optimized for productivity.	IV	VI

Mapping of CO's with PO's and PSO's

Course outcomes	Program outcomes PO1	PO2	PO3	Program Specific outcomes PSO1	PSO2	PSO3
CO1	H	M	H	M	H	H
CO2	M	M	H	M	H	M
CO3	M	H	H	M	H	H
CO4	H	H	H	H	H	H
CO5	H	M	H	M	M	H
CO6	H	H	H	H	H	L

L=Low; M=Medium; H=High

Course Outline :

Sr No	Topics	Lectures
Unit 1	**Transformation process model** Inputs, process and outputs; Classification of operations; Responsibilities of Operations Manager; New Product Development, Selection and Design of Product / Services.	5 hrs
Unit 2	**Manufacturing Systems :** Volume Oriented- Project, Jobbing, batch, line, mass, continuous; Market Oriented- Make to Order, Make to Stock, Assemble to Order, Engineer To Order. Process types in services: professional services, services shops, mass services; Plant location; Layout planning, World Class Manufacturing, Centralized and Distributed Manufacturing System.	8 hrs
Unit 3	**Production Planning & Control :** Production planning techniques for various process choices, techniques of production control. Forecasting & Capacity Planning, Methods of Forecasting, Overview of Operation Planning, Aggregate Production Planning with calculation, Production strategies, Capacity Requirement Planning, MRP: 1 (Including numerical) & 2, Scheduling with calculations,	8 hrs

Unit 4	Introduction to Supply Chain Management, Purchase Management, Inventory Management with Calculation of ABC analysis and EOQ.	6 hrs
Unit 5	**Quality management** Introduction; Meaning; Quality characteristics of goods and services; Tools and techniques for quality improvement: check sheet, histogram, scatter diagram, cause and effect diagram, Pareto chart, process diagram, statistical process control chart; Quality assurance; Total quality management (TQM): Introduction and Concept.	8 hrs
Unit 6	**Productivity Improvement Techniques** Work study; Method study; Work measurement: time study: stop watch time study; Work sampling. Maintenance: Introduction and Types Total Productive Maintenance (TPM). Optimized Production Technology (OPT): Theory of Constraints: Goldratt's 10 Principles, Managing Bottlenecks, DBR Scheduling, Lot Streaming, Advantages and Limitations of OPT.	10 hrs

References Books:

1. Adam Jr Everet l E. R J Production and Operations Management (Prentice-Hall), 2000 5th ed.
2. Chary- Production and Operations Management (Tata McGraw-Hill, 9th ed.)
3. Hill T- Operations Management (Palgrave, 2000)
4. Johnston R et al Cases in Operations Management (Pitman, 1993)
5. McGregor D Operations Management (McGraw-Hill, 1960)
6. Morton- Production and Operations Management (Vikas)
7. Haleem A- Production and Operations Management (Galgotia books, 2004)
8. Shanker Ravi- Industrial Engineering (Galgotia) Chase- Production and operation Management, Irwin London; 7th ed.
9. Kanishka Bedi- Production & Operations Management.- (Oxford University Press)

Employability -35%
Skill Development -35%
Entrepreneurship -30%

COURSE TITLE: Legal Business Environment

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures / Hours 60 Min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture **L**	Tutorial **T**	Practical **P**			Sessional (Mid Term) / (Continues Ass)	Jury JR	Paper (End Term Exam)			
23MBAC206	Legal Business Environment	3	-	-	45	3	30	-	70	100	40%	40

COURSE OBJECTIVES:

- Develop students' knowledge of the legal framework for conducting business activities.
- Enhance students' understanding of the laws governing contracts, agency, sale of goods and negotiable instruments

COURSE OUTCOMES:

CO1: Understand the legal framework governing business operations, including the sources and hierarchy of law and the court system.

CO2: Analyze the legal rights and obligations of parties to a contract, Special contracts, including formation, performance and breach.

CO3: Analyze the legal provisions related to Sale of goods.

CO4: Analyze the different forms of business organizations and their legal implications, in Companies. Analyze legal framework governing Negotiable Instruments.

CO5:Evaluate the legal framework governing intellectual property, including patents, trademarks, copyrights, designs, Evaluate legal framework governing Consumer Protection and

CO6: Analyze hypothetical scenarios and case studies using critical thinking and problem solving skills to apply legal principles.

Mapping of Course Outcomes (COs) with Bloom's axonomy

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

CO	Description	Bloom's taxonomy	Units covered
CO1	Understand the legal framework governing business operations, including the sources and hierarchy of law and the court system.	II	I,II,III,IV
CO2	Analyze the legal rights and obligations of parties to a contract, Special contracts, including formation, performance and breach.	IV	I, II,
CO3	Analyze the legal provisions related to Sale of goods.,	IV	II
CO4	Analyze the different forms of business organizations and their legal implications, in Companies. Analyze legal framework governing Negotiable Instruments.	IV	III,IV
CO5	Evaluate the legal framework governing intellectual property, including patents, trademarks, copyrights, designs, Evaluate	V	V, IV, I

	legal framework governing Consumer Protection and Evaluate legal framework governing information technology.		
CO6	Analyze hypothetical scenarios and case studies using critical thinking and problem solving skills to apply legal principles.	VI	I,II,II,IV,V

Mapping of CO's with PO's and PSO's

Course outcomes	Program outcomes			Program Specific outcomes		
	PO1	PO2	PO3	PSO1	PSO2	PSO3
CO1	H			H	H	
CO2		H	M		M	H
CO3	M		H	M	H	
CO4	M	H		H		M
CO5	M	H		M	M	
CO6	M	H				M

L=Low; M=Medium; H=high

COURSE OUTLINE:

Sr No	Topics	Lectures
Unit 1	**The Indian Contract Act 1871 :** Essential elements of valid contract, Performance and discharge of contract - Breach of contract Meaning and remedies.Contracts of indemnity – meaning, nature-rights of indemnity holder and indemnifier - Contract of Guarantee – meaning, nature and features – types of Guarantee – provisions relating to various types of guarantee.Suretyandco-surety–rightsandliabilities–dischargeofsurety. Contract of Agency–agent and principal, creation of agency – classification of agents – relationship betweenprincipal and agent – agent's authority – revocation and renunciation – rights duties and liabilitiesof agents and principal –termination ofagency.	12 hrs
Unit 2	**Sale of Goods Act 1930 :** Contract of sale of goods – meaning –essentials of contract of sale, Formalities of contract of sale, Conditions and warranties, Transfer of property or ownership, Performance of contract of sale, Rights of unpaid seller – rules as to delivery of goods	8 hrs
Unit 3	**Negotiable Instruments Act, 1881:** Negotiable Instruments – meaning characteristics, Types – parties – holder and holder in due course, Negotiation and types of endorsements, Dishonor of negotiable instruments – noting and protesting Liability of parties on Negotiable Instruments	8 hrs
Unit 4	**Companies Act 1956:** Company – definition – meaning – features and types of companies, Incorporation of a company, Memorandum of association, articles of association and prospectus, Share Capital- types of share capital – increase/decrease of share capital – buy- back of shares.	8 hrs

Unit 5	**Other Laws :** **Consumer Protection Act 1986** – Definitions of terms like consumer, consumer dispute etc. Consumer Protection council - Consumerdisputeredressalagencies – Process to file complaint, Appeal, Remedies. **Information Technology Act** - Introduction – objects and Scope, Definitions of terms - Digital Signature – Electronic Governance, Cybercrime and remedies, **Intellectual Property Laws**- Introduction, Types - patents, copyrights, trademarks and designs etc. Important provisions with respect of registration, renewal, revocation, remedies in case of infringement.	9 hrs

EXERCISES

Activities- Individual as well as Group - Assignments, Presentations, Case study analysis, Quizzes.

Case studies- Solomon V/s Solomon, Ashbury Railway Company V/S Riche, Royal British Bank V/S Torqued

RECOMMENDED READING

Text books

- Elements of Mercantile Law by N.D. Kapoor, Sultan Chand, 32nd Edition
- Legal Aspects of Business, Akhileshwar Pathak, Tata McGraw Hill, 4th Edition Business
- Law, S.S.Gulshan, Excel Books, 4th Edition. Business Law for Management,
- K.R.Bulchandani, Himalaya Publications, revised 6th Edition. BareActs
- Mercantile Law (8th Edition) by MC Kuchhal&VivekKuchhal, Vikas

Reference Books

- Business and Corporate Laws by G. Prasad, Jai Bharat Publications
- Company Law (12th Edition) by Ashok K Bagrial, Vikas Publishing House Pvt. Ltd
- PPS Gogna,"A Text Book of Company Law", 2006, S.Chand.
- Paul Wetherly and DorranOtter,"The Business Environment – Themes and Issues",2010, Oxford University Press.

Employability –35%
Skill Development –45%
Entrepreneurship -20%

Course Title: Management Information System

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures / Hours 60 Min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture **L**	**Tutorial T**	Practical **P**			Sessional (Mid Term) / (Continues Ass)	Jury JR	Paper (End Term Exam)			
23MBAC207	Management Information Systems	3	-	0	45	3	30	-	70	100	40 %	40

Course Objectives:

- To apply sound managerial concepts and principles in the development and operation of information systems
- To apply systems analysis, design and project management concepts effectively
- To improve business processes through the effective application of information technology concepts and practices

Learning Outcome:

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

- Analyze a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions.
- Design, implement and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.
- Communicate effectively in a variety of professional contexts.
- Recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles.
- Function effectively as a member or leader of a team engaged in activities appropriate to the program's discipline.
- Support the delivery, use, and management of information systems within an information systems environment.

Mapping of Course Outcomes (COs) with Bloom's Taxonomy
On completion of this course, the students will be able to:

CO	Description	Bloom's taxonomy	Units Covered
CO1	Analyze a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions.	III	I,II,III
CO2	Design, implement and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.	III,IV,VI	IV
CO3	Communicate effectively in a variety of professional contexts.	VI	IV,V, VI
CO4	Recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles	III,IV	VII,VIII
CO5	Function effectively as a member or leader of a team engaged in activities appropriate to the program's discipline.	VI	VII,VIII
CO6	Support the delivery, use, and management of information systems within an information systems environment.	III,IV	VI,VIII

Mapping of CO's with PO's and PSO's

Course outcomes	Program outcomes			Program Specific outcomes		
	PO1	PO2	PO3	PSO1	PSO2	PSO3
CO1	L	M	M	L	M	M
CO2		M	M	M		M
CO3	M	M	H	M		M
CO4		M	M	M		M
CO5		M	H		H	H
CO6		H	H	H	H	H

L=Low; M=Medium; H=High

COURSE OUTLINE:

Sr No	**Topics**	**lectures**
	Section A : Theory	
Unit 1	Management Information Systems: Need, Purpose and Objectives – Data, Information,	5 hrs

	Knowledge – Types of Information Systems – Information as a strategic resource – Use of information for competitive advantage.	
Unit 2	Information Technology Infrastructure: Information Systems Architecture – Mainframe, Client Server, Web Based, Distributed, Grid, Cloud – Overview of Hardware, Software, Storage and Networking Devices – Networks Types – Topologies of Networks.	5 hrs
Unit 3	Data Base Management Systems: Concept – Relational Model Applications – DBMS Architecture-	5 hrs
Unit 4	Systems Engineering Analysis and Design: Systems Concept – Systems Development Life Cycle – Assessing Enterprise Information requirements – Alternative System Building Approaches – Prototyping – Rapid Development Tools.	5 hrs
Unit 5	Decision Support Systems: Data Warehousing and Data Mining – Classical, Administrative and Herbert Simon's Models - Group Decision Support Systems – Executive Information Systems – Executive Support Systems – Geographical Information Systems – Expert Systems and Knowledge Based Expert Systems- Mobile computing, Call Centres, BPO.	5 hrs
Unit 6	Digital firm Perspective: Planning, Implementation and Controlling of Management Information System - Development of MIS within the organization - Business Intelligence and Analytics - Contemporary Approaches to Management Information Systems - MIS Model for a digital firm – Organization Structure for digital firm – e-Business Models and Applications – Artificial Intelligence. CASE Tools –Object Oriented Systems (Only introduction to these tools & techniques)	5 hrs
Unit 7	Management Issues in MIS: Information Security and Control – Quality Assurance – Ethical and Social Dimensions – Intellectual Property Rights as related to IT Services / IT Products.	5 hrs
Unit 8	Applications of MIS in functional areas as well as in the service sector should be covered with the help of minimum 5 case studies.	5 hrs

Assignment		
	• Macros what are Macros? How to record macros How to run macros. • MIS management of Editor Modules Procedures Project Explorer Toolbars / Options. • Working with the Object Model Worksheets. • Managing online System of MIS with Logical Statements and conditional loops.	

Reference Books:

- Management Information Systems by Obrien, Marakas and Ramesh Behl, TMGH
- Management Information Systems by Jawadekar, TMGH, 4th Edition
- Management Information Systems by Jaiswal and Mittal, Oxford University Press
- Decision Support Systems and Intelligent Systems by Turban and Aronson, Pearson Education Asia
- Management Information Systems, Laudon and Laudon, 7th Edition, Pearson Education Asia.

Text Books:

- Analysis and Design of Information Systems, Rajaraman, Prentice Hall.
- Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia.
- Management Information Systems, Schulthesis, Tata McGraw Hill.
- Management Information Systems - Sadagopan, Prentice Hall.
- Management Information Systems – Jayant Oke

Employability –35%
Skill Development –45%
Entrepreneurship -20%

COURSE TITLE: Agri Finance

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures/ Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23MBAF201	Agri Finance	3	-	-	45	3	30	-	70	100	40%	40

COURSE OBJECTIVES:

- To understand various concepts related to financial management.
- To study in detail, various agencies involved in the area of agri finance

COURSE OUTCOMES:

CO1: Understanding various concepts related to financial management.
CO2: Understanding in detail, various agencies involved in Agri finance.
CO3: Applying the concept of working capital management.
CO4: Understanding credit flow to rural/priority sector.
CO5: Analyzing the Technical feasibility, Economic viability of credit proposals

MAPPING OF COURSE OUTCOMES (COS) WITH BLOOM'S TAXONOMY

CO	Description	Bloom's taxonomy		Units covered
		Level	Taxonomy	
CO1	Understanding various concepts related to financial management.	2	Understanding	1
CO2	Understanding in detail, various agencies involved in Agri finance.	2	Understanding	2
CO3	Applying the concept of working capital management.	3	Applying	3
CO4	Understanding credit flow to rural/priority sector.	3	Understanding	4
CO5	Analyzing the Technical feasibility, Economic viability of credit proposals.	4	Analyzing	5

Mapping of CO's with PO's and PSO's (Agri Finance)

Course outcomes	Program outcomes			Program Specific outcomes			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO$
CO1	H	L	M	L	M	H	M
CO2	H	M	L	M	L	H	M
CO3	L	H	M	L	M	H	L
CO4	L	M	H	M	L	H	H
CO5	M	H	L	H	L	H	L

L=Low; M=medium; H=high

COURSE OUTLINE:

Sr No	Topics	lectures
Unit I	**Basics of Financial Management** Meaning, Importance and definition of Financial Management, Goals and Objectives of Financial Management (Profit Maximization and Wealth Maximization). Modern Approaches to Financial Management (Financing decision, Investment decision and Dividend decision), Finance and its relation with other disciplines, 5 A's of Financial Management (Anticipation, Acquisition, Allocation, Appropriation, Assessment). Financial Planning – Principles and steps under financial planning.	**10 hrs**
Unit II	**Capital Budgeting for Agri Projects** Time Value of Money – Compounding and Discounting technique (Present and Future Value), Meaning and importance of Capital Budgeting, Different methods to evaluate Capital Budgeting proposals – Traditional methods and Modern methods (Simple payback, Accounting rate of Return, Discounted pay back, Net Present Value, Profitability index, Internal rate of Return).	**8 hrs**
Unit III	**Working Capital Management** Meaning and importance of Working Capital, Operating Cycle, Types of Working capital – (Gross, Net, Permanent and Temporary)- Factors affecting working capital. Estimation of Working Capital- – Sources of raising funds for working capital financing of working capital-accruals, trade credit, provisions, short term bank finance, public deposits, commercial paper, factoring, regulation of bank credit.	**10 hrs**
Unit IV	**Agri Finance Institutions** Financial Institutions and credit flow to rural/priority sector. Agricultural lending – Direct and Indirect Financing - Financing through Co-operatives. NABARD and Commercial Banks and RRBs. District Credit Plan and lending to agriculture/priority sector. Micro-Financing and Role of MFI's - NGO's, and SHG's.	**8 hrs**

Unit V	**Lending to farmers** The concept of 3 C's, 7 P's and 3 R's of credit. Estimation of Technical feasibility, Economic viability and repaying capacity of borrowers and appraisal of credit proposals. Understanding lenders and developing better working relationship and supervisory credit system. Credit inclusions – credit widening and credit deepening	**9 hrs**

Note: - Suggested case studies/case lets on: Analysis of Financial statements of any 2 or 3 listed Agri companies from latest Annual Reports

PRACTICALS/ ASSIGNMENTS

- Some cases of real business world to supplement learning from the course.
- Role – Plays

RECOMMENDED READING:

- Financial Management – I.M.Pandey
- Financial Management – Khan & Jain
- Financial Management – Prasanna Chandra
- Financial ACCT with coursemate-Godwin/Aderman/Sanyal-Cengage Learning
- Financial Management by Jonathan Berk, Peter DeMarzo and Ashok Thampy (Pearson Publication)
- Agricultural Finance, Kalyani Publ Nelson, A. G. and Murrey, W. G., 1988,.
- Agriculture, Rural Banking and Micro Finance in India. New Century Publ Rais, A., 2012,.
- Agricultural Economics. Oxford & IBH Publishing Co. Pvt. Ltd., New DelhiReddy, S., Ram, R., Sastry, N. T. V. and Devi, B., 2009,

Employability -35
Skill Development –35
Entrepreneurship - 30

COURSE TITLE: AGRI INSURANCE MANAGEMENT

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures / Hours 60 Min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term) / (Continues Ass)	Jury JR	Paper (End Term Exam)			
23 MBAF202	**Agri Insurance Management**	3	-	-	45	3	30	-	70	100	40%	40

COURSE OBJECTIVE:

- To provide conceptual understanding of Agri insurance management.
- To understand various types of agriculture insurance available in the market.
- To understand different schemes and eligibility of crop insurance.

COURSE OUTCOMES:

After Completion of course students will be able to:

CO1: Understanding the scenario of Indian Agriculture

CO2: Understand the different insurance policies in the agri sector.

CO3: Analyze the benefits of the livestock insurance policies.

CO4: Analysis of current practices and product in Agri insurance policies.

CO5: Evaluate Proposals, Schemes, Eligibility for Crop Insurance

MAPPING OF COURSE OUTCOMES (COS) WITH BLOOM'S TAXONOMY

CO	Description	Bloom's taxonomy		Units covered
		Level	Taxonomy	
CO1	Understanding the scenario of Indian Agriculture.	2	Understanding	1
CO2	Understand the different insurance policies in the agri sector.	2	Understanding	2
CO3	Analyze the benefits of the livestock insurance policies.	3	Applying	3
CO4	Analysis of current practices and product in Agri insurance policies.	3	Understanding	4
CO5	Evaluate Proposals, Schemes, Eligibility for Crop Insurance.	4	Evaluating	5

Mapping of CO's with PO's and PSO's (Agri Insurance Management)

Course outcomes	Program outcomes			Program Specific outcomes			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	H	M	L	H	L	M	L
CO2	H	L	M	M	L	H	M
CO3	M	L	H	L	M	H	M
CO4	L	M	H	H	L	M	L
CO5	M	H	L	L	M	H	H

L=Low; M=Medium; H=High

COURSE DETAILS:

Sr No	Topics	Lectures
Unit I	**Introduction to Indian Agriculture** - Risk in Agriculture -History of Crop Insurance in India. - Types of agricultural insurance – Organizations transacting agricultural insurance. Crop Insurance Design Considerations - Crop insurance underwriting and settlement of claims-. Crop Insurance - Problems of crop insurance- Types of crop insurance – Weather Based Crop Insurance.	**10 hrs**
Unit II	**Nature and Function of Insurance:** Factor Determining insurability of risk Farmers Package - policy – Cattle wealth in Indian rural economy – Types of cattle and buffaloes – Valuation of cattle –premium rate structure methods of identification cattle insurance policy – Loss assessment and settlement of claims and - Loss minimization.	**8 hrs**
Unit III	**Poultry Insurance in India** - Poultry insurance – Insurance of sheep and goats, camels etc. – Other miscellaneous agriculture insurance – Aquaculture, Silkworm, Honeybees, Horticulture, Floriculture, Bio-gas, Animal driven cart –IRDA Regulations – Access through Co-operative Societies- Land & Agricultural Banks Agriculture Insurance in Other Countries-Miscellaneous Agriculture Insurance Schemes	**9 hrs**
Unit IV	**Crop Insurance –** Insurance sector at a glance need and importance of CI-documentation and procedure for crop insurance – claim process government intervention in CI	**6 hrs**
Unit V	**Sources of crop Insurance –** private sector financial firms, nationalized bank schemes for CI, Government initiatives towards different crop insurance in detail-sugarcane, Mango, Banana, Flowers, Vegetable, and Rice etc. Selection of insurance, Evaluation of Insurance Agency.	**12 hrs**

RECOMMENDED BOOKS:

- Agricultural Insurance theory and practice and application in developing countries – Author – P.K. RAY – Pergamum press
- Economics of Agricultural Crop Insurance: Theory and Evidence: by Darrell L. Hueth (Editor), William H. Furtan (Editor)
- Agricultural Insurance principles and organization and application to developing countries
- Crop Insurance in India: An Analysis, Narendra K. Rustagi, BR Publishing Corporation

Employability -17%
Skill Development -58%
Entrepreneurship- 25%

COURSE TITLE: Rural Marketing

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures /Hours 60 min	Credits	Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P					
23MBAF203	Rural Marketing	3	-	-	45	3	100	40%	40

COURSE OBJECTIVES:

- To explore the students to the Agriculture and Rural Marketing environment.
- To understand consumers and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.
- To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
- To familiarize with the problems related to sales in rural markets

COURSE OUTCOMES:

After Completion of course students will be able to:

CO1: Understanding the scenario regarding Rural Marketing opportunities.
CO2: Understand the different concept of Rural Economy and Environment.
CO3: Applying of Innovations in rural marketing.
CO4: Analyze the Social and cultural aspects present in rural India.
CO5: Evaluate challenges and strategies for promoting Rural Agricultural Produce

MAPPING OF COURSE OUTCOMES (COS) WITH BLOOM'S TAXONOMY				
CO	Description	Bloom's taxonomy		Units covered
		Level	Taxonomy	
CO1	Understanding the scenario regarding Rural Marketing opportunities.	2	Understanding	1
CO2	Understand the different concept of Rural Economy and Environment.	2	Understanding	1 & 2
CO3	Applying of Innovations in rural marketing.	3	Applying	3
CO4	Analyze the Social and cultural aspects present in rural India.	4	Analyzing	3 & 4
CO5	Evaluate challenges and strategies for promoting Rural Agricultural Produce.	5	Evaluating	5

Mapping of CO's with PO's and PSO's (Rural Marketing)

Course outcomes	Program outcomes			Program Specific outcomes			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO$
CO1	H	L	M	M	M	H	L
CO2	L	M	L	H	L	H	M
CO3	L	H	M	H	M	M	L
CO4	L	M	H	M	H	H	L
CO5	L	H	M	M	M	H	L

L=Low; M=Medium; H=High

COURSE DETAILS:

Sr. No.	Topic	Lectures
Unit I	**Introduction** Definition, scope of rural marketing, concepts, classification of rural markets, rural vs. urban markets. Rural marketing environment: Population, occupation pattern, income generation, location of rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities, rural credit institutions, rural retail outlets, print media in rural areas, rural areas requirement, rural demand and rural market index, problems in rural marketing. *Case study on Coca Cola*	**10 Hours**
Unit II	**Rural Consumer Behaviour** Rural Consumer vs. Urban Consumers – a comparison, Consumer buying behaviour models, Factors affecting Consumer Behaviour, Social factors, Technological Factors, Economic Factors, Political Factors, Characteristics of Rural consumer, Consumer Buying Process. *Case Study on Lifebuoy 'Roti Reminder'*	**8 Hours**
Unit III	**Rural Marketing Mix** Rural Marketing Mix – Additional Ps in Rural Marketing, 4As of Rural Marketing Mix, New Product Development for Rural Market, Rural Market Product Life Cycle, Objectives behind new product launch, New Product development process. Segmentation, Targeting & Positioning for rural market, Promotional Strategies & Distribution Strategies for Rural consumers.	**9 Hours**
Unit IV	**Agricultural Marketing** Understanding Agricultural Markets, Nature & scope, Objectives of Agriculture Marketing, Challenges in Agriculture Marketing, Agriculture Marketing & its Economic importance, Agricultural Produces and their market. Marketing agencies, Marketable surplus, Risks involved in marketing, Contract Marketing (Farmer – Processor linkage). Export potential for agri-products, Government and Non-Government agencies in the development of Rural and Agricultural, Sector Marketing Strategies for Seed; Fertilizers; Pesticides; Farm equipment.	**10 Hours**

Unit V	**Issues in Rural Marketing** Challenges in marketing of agricultural produce, Strategies to promote marketing of agricultural produce, marketing of rural artisan products, Characteristics of Indian handicrafts industry, Challenges for rural artisan sector, Government policy towards handicrafts sector, marketing strategies for the development of rural artisan sector, role of advertising.	**8 Hours**

Suggested case studies/case lets on: Some cases of real business world to supplement learning from the course.

RECOMMENDED READING:

Test Books:

- Dinesh Kumar and Punam Gupta, Rural Marketing, Challenges and Opportunities, Text Book, Sage Publication, 2017
- Badi R.V. and Badi N.V., Rural Marketing, Himalaya Publishing House, 2010
- Mamoria, C.B. & Badri Vishal : Agriculture problems in India
- Arora, R.C. : Integrated Rural Development
- Rajgopal : Managing Rural Business
- C. S. G. Krishnamacharyulu, Lalitha Ramakrishnan, Rural Marketing: Text and Cases, Pearson Education, 2009.
- Pradeep Kashyap, Rural Marketing, 3e Perason Education, 2016.
- Sanal Kumar Velayudhan, Rural Marketing, 2e Sage publications, 2012.
- Acharya S.S. Agarwal N.L Agriculture Marketing in India Oxford & IBH Publishing Company Pvt. Ltd., 2020
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Reference Books:

- TP Gopalaswamy, Rural Marketing, Environment, problems and strategies, 3e Vikas Publications, 2016.
- Balaram Dogra & Karminder Ghuman, RURAL MARKETING: CONCEPT & CASES, 2009, Tata McGraw-Hill Publishing Company, New Delhi, 2008
- A.K. Singh & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age
- International Publuishers, 2007
- Philip Kotler, MARKETING MANAGEMENT, Prentice - Hall India Ltd. New Delhi
- Agarwal A.N, INDIAN ECONOMY, Vikas Publication, New Delhi.
- Ruddar Dutt Sundaram, INDIAN ECONOMY, Tata McGraw Hill. Publishers, New Delhi

Some Important Website

- https://apeda.gov.in/
- https://agricoop.nic.in/en
- https://rural.nic.in/
- https://www.dgft.gov.in/CP/

Employability -50%
Skill Development -30%
Entrepreneurship -20%

Value Added Courses/UGC

23VAC103	Advanced Excel and spread sheet analysis	SEC-SB	Workshop Mode
23UCC202G	Foreign Language German FLE1	AECC	At Actual
23UCC202F	Foreign Language French FLE2	AECC	
23UCC202S	Foreign Language Spanish FLE3	AECC	
23UCC202J	Foreign Language Japanese FLE4	AECC	
CERT:1	Agriprenurship Workshop	SEC-SB	Workshop Mode
CERT:2	Leadership & Entrepreneurship skills	SEC-SB	Workshop Mode

Course Title: Advanced Excel for Data Analysis

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures /Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23VAC 103	Advanced Excel for Spreadsheet Analysis	1	0	2	50	-	-	-	-	-	-	-

Course Objectives:

- **Knowledge:** For students to develop basic knowledge of Excel application / analysis tools, data analysis systems and forecasting systems for various business process for productivity and effectiveness.
- **Skills:** Using Excel.
- **Abilities:** To develop ability to understand appropriate applications and role of Excel in different business domains.
- **Attitude:** To create/analyze/summarize the data/charts and tables faster, better and more effectively as an executive.
- **Learning:** Pre-reading, Self-Reading and Teacher Aided Learning.

Course Contents

Sr. No.	Topic	Lectures
Unit I	**Creating and Formatting Data** Overview, Combining cell contents, using conditional formatting, Creating a custom number format, creating a custom date format, Creating and applying a style.	**02 hours**
Unit II	**Creating and Formatting Content** Overview, Inserting clip art, inserting graphics, Moving graphics, resizing graphics , Formatting graphics, Creating and modifying diagrams, Moving and resizing diagrams, formatting diagrams, Annotating a chart, Filling data series with pictures, Changing the chart type , Manipulating pie charts, Selecting and saving a chart template, Working with Smart Arts	**03 hours**
Unit III	**Using the Research Tool and Validating Data** Overview, Using the Thesaurus to find synonyms, using research services, Using totals as visual checks, using formulae for automatic checks, using the Range Finder, Auditing a worksheet, using error checking, Watching and evaluating formulae.	**03 hours**
Unit IV	**Importing Data into Excel** Overview, importing from an external data source, using a database query, Importing data from a Web page	**03 hours**
Unit V	**Working with Tables** Overview, Creating and modifying a table, Using data forms to manage tables, Using advanced filters, Using subtotals, Grouping and outlining data, Using data validation, Circling invalid data.	**03 hours**
Unit VI	**Analyzing Data with Automated Tools and with Scenarios** Overview, Using Goal Seek, Using a data table, Creating and showing scenarios, Merging scenarios, Creating a scenario report	**03 hours**
Unit VII	**Using PivotTables and Pivot** Overview, Creating a PivotTable report, Specifying the data to analyze, Modifying a PivotTable report, Updating a PivotTable, Grouping data in a PivotTable, Using the Report Filter area, Drilling down to the detail, Changing	**03 hours**

	the type of calculation, Filtering in a PivotTable, Grouping data in a PivotTable, Sorting PivotTables, Formatting a PivotTable, Charting a PivotTable.	
Unit VIII	**Analyzing Data with Functions, Protecting Cells, Sheets, and Books** Overview Using the Lookup functions, Using the Conditional Sum Wizard, Using Database functions, Protecting cells, Protecting worksheets/ workbooks, Adjusting macro settings	**3 hours**
Unit IX	**Collaborating with Others** Overview, creating a shared workbook, viewing and removing users, Resolving conflicting changes, Viewing the change history, Comparing and merging workbooks, Tracking changes to a workbook, Accepting and rejecting changes, Removing workbook sharing.	**02 hours**
Unit X	**Managing Data and Workbooks** Overview, Publishing workbooks as Web pages, Creating a workbook template, Editing a workbook template, Consolidating worksheets, Hiding columns, rows, sheets and books, Saving a custom view, Viewing and changing workbook properties	**03 hours**
Unit XI	**Working with Macros** Recording Macros, Editing Macros, Viewing Macros, Changing/editing macro shortcuts, Deleting Macros.	**02 hours**

Reference Books:

- Microsoft Excel –Bible-John Walk enbach-Wiley Publications
- Franchising: A Business Model For Growth Taneja, Satish Galgotia Publishing Company
- Guide To Business Modelling Tennent, John Profile Books Ltd
- Business Model Generation Osterwalder, Alexander Wiley Publications
- Microsoft Excel 2013 : Data Analysis And Business Modeling Winston, Wayne PHI Learning

Course Outcome

- Excel Basics
- Work with Cells and Worksheets
- Calculate Your Data

- Format your Workbook
- Add Charts and Graphics
- Collaborate with Others
- Analyze your Data
- Work with Macros and the Web

Note: The teaching hours are indicative. Being on-line sessions the students are expected to do the practice session on-line and also after completion of each topic and that is why practice time is not included with the topic completion time.

Theory Topics to be covered:

Employability -100% Skill Development -90% Entrepreneurship -10%

Foreign Language Course: German

Course Title	German			
Teaching Scheme	L	T	P	Credits
	3	0	0	-
Total Teaching Hrs.	30 Hours			

Pre-requisites: Candidates having interest in learning a foreign language from the career aspect and explore globally.

Course Objectives:

The main objectives of the Foreign Language course are:

1. To learn basics of German.
2. To be able to communicate in German language for basic survival needs.
3. To make the interested learn about the German culture.

Course Outcomes: After studying the course, students will be able to:

1. Use basic German grammar in real life context.
2. Comprehend short texts on familiar topics.
3. Write short texts related to their day-to-day life personal needs.
4. Use German language for basic communication needs.

Course Description: Learn German language to study or work abroad. This course will help learners' get started with the understanding of common words and phrases as well as basic grammar, pronunciation, and conversation skills, allowing them to communicate in everyday situations according to the A2 proficiency level (elementary) as described in the Common European Framework of Reference for Languages (CEFRL, Council of Europe).

This course will be offered through innovative language learning methodology that lets Indian speakers develop their German language skills while they have fun practicing everyday situations.

Course Contents:

Sr No	Topics	Lectures

1	• Introduction, pronunciation, alphabets, greetings, Number names 1 to 100 • Basic vocabulary: Introductory questions, days, months, seasons • Writing: basic sentences about oneself. • Grammar: ordinal numbers, Wh -questions and Yes-No questions.	**8**
2	• Difference between "you": formal and informal • Vocabulary: Articles in the classroom • Indefinite and definite article, negation personal pronoun • Grammar: Regular verb-conjugation rules • Exercise of all the topics covered	**8**
3	• Introduction to countries, languages and nationalities • Vocabulary- Family members and professions • Writing: Essay about family members and dream profession • Grammar: Possessive articles/pronoun	**6**
4	• Introduction to Eating and drinking habits • Vocabulary: Food and Grocery items • Writing: Eating habits and daily routine • Grammar: Conjugation of irregular verbs	**8**
5	• Introduction to the topic "My City" • Vocabulary: Common as well as famous places in a city • Writing: Information about your city.	**6**
6	• House types and Home • Vocabulary: different rooms in a house and different furniture items and electronic devices • Written task: Describing your favorite room and the activities you do there	**6**
7	• Written Assessment: worksheets will be given and the exercise will be solved. • Talking about your hobbies. • Revision	**3**

Learning Resources: 1) Books recommended by the Goethe Institute

2) Books written by other prominent Authors

Reference Books:

1. Netzwerk Kursbuch A1
2. Netzwerk Arbeitsbuch A1
3. Netzwerk Kursbuch A2
4. Netzwerk Arbeitsbuch A2
5. Hilfe : Vol I

Web Resources:

1. Duolingo app for additional self-study & building lexical resource.
2. Dict.cc App (Deutsch – English Online Dictionary)
3. Website : Learn German.

Weblinks: www.nthuleen.com

Research Journals:

Goethe's A1 level book (extracts of few topics) in the pdf, handout format.

Students are also advised to refer the Goethe.de website to have clarity on the basics of this language. Here students will also get to know how the exams are conducted at the Goethe Institute.

Pedagogy/Teaching Methodology:

We follow a constructivist, audio-lingual / audio-visual and communicative approach to train all the language skills (reading, listening, speaking, writing) and to suit the needs of different types of learners.

Sections	**Weightage in %**
Employability	0 %
Skills Development	100 %
Entrepreneurship	0 %

Co-curricular & Extra Curricular Activities

1)Organizing & Managing event under SHD

2)Organizing an event (International cultural Festival) at MIT ADT Persona Fest

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Foreign Language Course: Japanese

Course Title	Japanese Language			
Teaching Scheme	L	T	P	Credits
	3	0	0	-
Total Teaching hrs	30 hours			

Pre-requisites:

1) Candidates having interest in learning a foreign language from career aspects and explore globally
2) Candidates having an elementary level of proficiency in English

Course Objectives:

The main objectives of the Japanese course are:

1. To learn basics of Japanese
2. To be able to communicate in Japanese Language for basic survival needs
3. To make the interested learn about Japanese culture

Course Outcomes: After studying the course, students will be able

1. Use basic Japanese grammar in real culture
2. Comprehend short texts on familiar topics
3. Write short texts related to their day-to-day life personal needs
4. Use Japanese language for basic communication needs

Course Description: Learn Japanese language to study or work abroad. This course will help learners get started with the understanding of common words and phrases as well as basic grammar, pronunciation and conversational skills, allowing them to communicate in everyday situations according to the N5 proficiency level as described in the JLPT (Japanese Language Proficiency Test)

This course is offered through an innovative language learning methodology that lets Indian speakers develop their language skills while they have fun practicing everyday situations.

Course Contents:

Sr No	Topics	Lectures
Unit I	**Main topic**- Grammar revision -1 (Writing Skills) **Sub topics**: 1 Tenses, affirmative and negative forms of noun sentences 2 Practice various counting suffix, useful words and information in the menu **By the end of this unit, learners will be able to-**	9 Hours

	Understand identify and use different types of nouns, adjectives and adverbs in the formation of the sentence	
Unit II	**Main topic -** Grammar revision -2 (Listening & Writing Skills) **Sub topics :** 1. recognising and writing Katakana script Talking about countries, nationality and languages 2. prepare affirmative and negative sentences 3. prepare questions 4. numbers 1-1000 5. demonstrative pronouns 6. Nouns related to things/persons/professions **By the end of this unit, learners will be able to-** 1. write their name and country in Japanese 2. read and recognise numbers up to 1000 3. give self introduction 4. ask simple questions about other person **Katakana test**	9 Hours
Unit III	**Main topic –** Asking and telling price (Speaking Skills) **Sub topics :** 1. asking choice between two options 2. offering a small present 3. demonstrative pronouns (2) 4. Concept of time (parts of the day, days of week) 5. Nouns related to places **By the end of this unit, learners will be able to-** 1. converse with shopkeeper (asking more about product and price) 2. tell which day of week is today/tomorrow etc **Test** on numbers and days of week	9 Hours
Unit IV	**Main topic –** Time related expressions (Reading & Speaking Skills) **Sub topics :** 1. telling the time 2. place from - to 3. joining of two nouns 4. introduction of verbs 5. affirmative and negative form of verbs 6. past tense of verbs	9 Hours

	7. how to tell days of month (date) **By the end of this unit, learners will be able to-** 1. tell the time in clock 2. ask and tell phone number 3. Ask information about opening and closing time, holidays (of shops, office etc.) 4. tell date of birth **Test** on time(clock) and date(calender)	
Unit V	**Main topic** – Means of transport (Speaking Skills) **Sub topics :** 1. concept of time (last, this, next) week/month/year 2. means of transport 3. verbs of movement 4. vocab related to vehicles **By the end of this unit, learners will be able to-** 1. ask how to reach certain destination 2. ask ticket price 3. ask duration to reach a destination	9 Hours

Learning Resources: The course instructors will share specific lists of reference books, web resources, weblinks, and research journals in relation to each individual unit before the course starts.

Reference Books:

1. Minna no Nihongo 1-1
2. Minna no Nihongo 1-2
3. Minna no Nihongo 2-1
4. Minna no Nihongo 2-2
5. Marugoto Rikai A-1
6. Marugoto Katsudo A-1

***Publisher*:** Published with kind permission of The Japan Foundation and 3A Corporation, Tokyo, Japan by GOYAL Publishers & amp; Distributors Pvt Ltd**.**

Web Resources:

https://minato-jf.jp : [MOOC – e-Minato (Japan Foundation)]

Weblinks:

https://minato-jf.jp/

Research Journals:

1 Minna no Nihongo Main textbook Elementary (1-1)
2 Minna no Nihongo Translation & Grammatical Notes in English (1-1)
3 Marugoto Katsudo and Rikai (Japan Foundation materials)

Pedagogy/Teaching Methodology:

Activity based, involvement in various events at the University, Case Studies, Think-Pair & Share.

Sections	**Weightage in %**
Employability	0 %
Skills Development	100 %
Entrepreneurship	0 %

Co-curricular & Extra / Curricular Activities

1. Organizing & Managing events under SHD by inviting native speakers to appraise students about Japanese culture and recent advancements in various fields.
2. Organizing an event (International cultural Festival) at MIT ADT Persona Fest

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Foreign Language Course: SPANISH

Course Title	SPANISH			
Teaching Scheme	L	T	P	Credits
	3	0	0	-
Total Teaching hrs.	30 hours			

Pre-requisites: Candidates having minimum of A2 level of proficiency in English (basic user) according to the Common European Framework of Reference for Languages. The same will be determined by a mapping test conducted in the beginning of the course

Course Objectives:

1. The course will provide a solid foundation for communication in the language focusing on daily greeting, vocabulary, basic conversation and basic grammar
2. The students will be able to use basic vocabulary in simple conversation in present tense
3. Recognize culture-specific perspectives
4. Students will be trained in all the four skills (reading, writing, speaking and listening) of Spanish Language

Course Outcomes: After studying the course, students will be able to

1. Can understand and use familiar day-to-day expression
2. Form simple phrases aimed at the satisfaction of needs of a concrete type
3. Develop insight into the nature of the language itself, the process of language and culture acquisition

Course Description:

Course Contents:

Sr No	Topics	lectures
Unit 1	Intro to Spanish language, culture, greetings, Daily expressions, use of tech in lang learn, Nouns, articles, plurals	**8 hrs**
Unit 2	Adj, verbs intro with ser estar, Ser, estar, tener, llamar, posessivos, Hay, demostrativo, interrogative, Verbs all regular, negation, Prepositions,	**16 hrs**
Unit 3	Verbs all irregular, likes & preferences, Time, weather, seasons,	**13 hrs**
Unit 4	Express frequency of action, Using quantifiers	**4 hrs**
Unit 5	Tener + que, Revision + Practice	**9 hrs**

Learning Resources:

1) aula 1

Reference Books:

1) Aula 1 (Goyal Publishers,2013)
2) Complete Spanish: A Teach Yourself Program. by Juan Kattan-Ibarra. (Goyal Publishers, 2011)
3) Lonely Planet Spanish Phrasebook & Dictionary (Goyal Publishers, 2015)

4) **Web Resources:**

1) lingua.com
2) 123teachme.com
3) kahoot
4) rockalingua
5) spandict

Weblinks:

1) https://elpais.com
2) https://www.lawlessspanish.com

Research Journals:

1) Bulletin of hispanic studies

Pedagogy/Teaching Methodology:

Activity based, involvement in various events at the University, Case Studies, Think- Pair & Share.

Sections	**Weightage in %**
Employability	0 %
Skills Development	100 %
Entrepreneurship	0 %

Co-curricular & Extra Curricular Activities

1) Organizing & Managing event under SHD
2) Organizing an event (International cultural Festival) at MIT ADT Persona Fest

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COURSE TITLE: Agripreneurship Workshop

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures/Hours 60 min	Credits	Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P					
21VACA201	Agripreneurship Workshop	3	-	-	30	-	100	-	40

Course Objective:

Agripreneurship Essentials introduces you to the exciting world of Food Ecosystems from finding an idea, to gaining traction in the marketplace, knowing Agri-business insights, to raising capital for your venture. This course explains how Agri-ventures are set-up like FPO, AgTech linkage, Process automation and new trends in business. Our immersive program at Basic and Advance level are designed for NPOs, FPOs, Family Foundations, MNC CXOs & Senior executives in Procurement dealing with SDGs, Farmer community & backward integration, learn from best practices around the world to create sustainable value and make organization future ready with climate resilient Agripreneurship.

Course Details:

Modules Name		Takeaways	Key exercises	Hours
1	**FPO** **Pitching** **Funding** **Input** **Pre-Harvest** **Post-Harvest**	• Identify an idea • Evaluate an idea • Gain comfort with twists and turns	• Sizing the market • Estimate Risk • Estimate Opportunity Case Study on NCML	8 hours
2	**Digital Asset** **Value Chain** **Viability** **Marketing**	• Understand Value-chain framework • Manage risk and reward through experimentation • Make decisions with the future in mind	• Evaluating Digital Tools • Designing and learning from tests • Anticipating change and reacting to new information • Case Study on Amul	8 hours

3	**Packaging** **Branding** **Accounting** **Automation** **Audit** **Reporting** **Compliance** **SDGs**	• Determine how packaging can help in Branding • Consider MIS & Accounting automation • Understand Audit and Compliance Risks involved	• Understanding and present- ing key financial metrics • Determining Design, packaging and compliances Case Study on Country Delight	8 hours
4	**Contracts** **Tax** **Mediation** **Quality** **Warehousing** **Export** **Import**	• Understand the opportunities • Defining key contract terms • Apply Export Import success mantra in Digital Age • Local & E-Commerce Strategy	• How to approach mediation? • Export Import opportunity identification process • Tax Planning & Benefits Case Study on Sahyadri Farms	6 hours

COURSE TITLE: Leadership & Entrepreneurship Skills

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures/ Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture **L**	**Tutorial T**	Practical **P**			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
21UCC203	**Leadership & Entrepreneurship Skills -I**	3	-	-	30							

Course Objectives:

- This value added course will help the student to have a better understanding of Managerial & Leadership Behavior's.
- It gives an insight on how to manage the time effectively.
- It will also enhance the team Management abilities for effective team building.
- This will not only make the students industry ready but also gives a vision to choose entrepreneurship as their career.

Course Outcome:

1. The students will be able to understand the importance of Managerial & Leadership Behavior's through the Potential enablers which helps in Self Development.
2. The students will be able to manage time effectively.
3. Students will be able to manage teams effectively.
4. To learn the role of entrepreneur and their characteristics To Develop idea generation, creative and innovative skills, aware of different opportunities and successful growth stories

Sr. No.	Topics	Hours
Unit 1	**Confidence Building** • Discovering Self through appreciative inquiry method (Strengths & AFIs) • Potential enablers (10 simple Behaviors) which help in Self Development.	3 hours
Unit 2	**Role readiness & functional attitude for Self-performance (Organizational or entrepreneurial)** • Developing ownership & accountability towards the role • Problem Solving attitude • Thinking beyond boundaries • Taking initiatives & making themactionable • Being Empathetic Coming out of comfort zone	8 hours
Unit 3	**Organizational Effectiveness** • Time Management • Prioritization of tasks (Eisenhowermatrix) • Influencing skill • Collaborative thinking	5 hours
Unit 4	**Handling groups and Teams** • Teamwork • Team building & Team Effectiveness • Handling difficult conversations	4 hours
Unit 5	**Corporate Image Building** • Meaning & Concept of Corporate Image and Reputation • Corporate communication issues and challenges facing organizations • Managing Corporate Image as organization grows	10 hours

References-

1. Bass, B.M. (1985). Leadership and performance beyond expectations. New York: Free Press.
2. Bennis, W. (1994). On becoming a leader. (Rev. ed). Reading, MA: Perseus Books.
3. Kirkpatrick, S. & Locke, E. (1991). Leadership: Do traits matter? Academy of Management Executive, May, 48-60
4. Dr. Srikanth Gaddam, Destination Success: Discovering the Entrepreneurial Journey Kindle Edition

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Semester III

SEMESTER III

Sr. No.	Subject Name	Category of Courses	Credits	L	T	P	Internal		External		Total Marks
							T	P	T	P	
21MBAC301	Strategic Management	FSC	3	3	0	0	30	-	70	-	100
21MBAC302	Decision Science (Using R/Python)	FSC	3	2	0	1	30	25	70	25	150
21MBMM302	Sales and Distribution Management	DSC	3	3	0	0	30	-	70	-	100
21MBAF301	Export Potential for Agri & Food Products	SSE	3	3	0	0	30	-	70	-	100
21MBAF302	Post-Harvest Management Elective 1	SSE	3	3	0	0	30	-	70	-	100
21MBAF303	Food Processing Management Elective 2	SSE	3	3	0	0	30	-	70	-	100
21MBAC305	Summer Internship Project	DSC	6	0	0	6	-	-	-	-	200
21MBAC307	Seminar and Report Writing	DSC	2	1	0	1	25	-	25	-	50
	Total		28								800
	Value Added Courses / UCC										
21VAC301	Microsoft Project Management Certification	**SEC-SB**	3	2	0	1					
23MBCE301	Environment Management Sustainability Development	**DSC - Community Engagement**	Assignment Mode								
CERT:1	NPTEL Swayam Course Certification	**SEC-SB**	As per the actual guideline from time to time from NPTEL								

- Out of two Core Specialization Electives students have to choose any two

Semester III
Syllabus
COURSE TITLE: Strategic Management

Course Code	**Course Title**	**Teaching Scheme Period / week**			**Total Lectures/Hours 60 min**	**Credits**	**Evaluation Scheme**			**Total Marks**	**Passing %**	**Min. Marks For Passing**
		Lecture **L**	**Tutorial T**	Practical **P**			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
21MBAC301	Strategic Management	3	-	-	45	3	30	-	70	100	40%	40

COURSE OBJECTIVES:

- To expose participants to various perspectives and concepts in the field of Strategic Management
- To help participants develop skills for applying these concepts to the solution of business problems

COURSE OUTCOMES:

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

- Describe major theories, background work, concepts and research output in the field of strategic management
- Demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature
- Demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems and of making their own decisions in dynamic business landscape

Mapping of Course Outcomes (COs) with Bloom's Taxonomy

CO	Description	Bloom's Taxonomy	Units Covered
CO1	Describe major theories, background work, concepts and research output in the field of strategic management	I, II	I
CO2	Demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature	I, II	III, IV, V
CO3	Demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organisational problems and of making their own decisions in dynamic business landscape.	III,IV	II,VI

Mapping of CO's with PO's and PSO's

Course outcomes	**Program outcomes**			**Program Specific outcomes**			
	PO1	**PO2**	**PO3**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	H			M	H	H	H
CO2	H			H	H	H	
CO3	H	H	L	H	L	H	H

L=Low;M=medium;H=high

COURSE OUTLINE:

Sr No	**Topics**	**Lectures**
Unit I	Introduction to Strategic Management Understanding Strategy: Concept of strategy, Corporate, Business and Functional Levels of Strategy.- Introduction to Strategic Management: Meaning and Characteristics of strategic management, strategic management Vs. operational management ;Four Phases in Strategic Management Process: Stakeholders in business and their roles in strategic management.	4Hrs
Unit II	Strategy Formulation Hierarchy of Strategic Intent: Meaning & attributes of strategic intent, Meaning of Vision, Process of envisioning, Meaning of mission, difference	8 hrs

	between vision & mission, Business definition using Abell's three dimensions, objectives and goals, Linking objectives to mission & vision. Critical success factors (CSF).	
Unit III	Environmental Appraisal External Analysis; Environmental Threat and Opportunity Profile (ETOP). Industry Analysis – Porter's Five Forces Model of competition; Internal Analysis- Resource based view of a firm, meaning, types & sources of competitive advantage, analysing Company's Resources and Competitive Position, VRIO Framework, competitive advantage, competitive parity & competitive disadvantage, Core Competence, characteristics of core competencies, Distinctive competitiveness, Benchmarking as a method of comparative analysis. Value Chain Analysis Using Porter's Model. Portfolio Analysis: Business Portfolio Analysis – BCG Matrix – GE 9 Cell Model.	10 hrs
Unit IV	Strategic Analysis & Choice Environmental Threat and Opportunity Profile (ETOP);TOWS, Directional Policy Matrix- Organizational Capability Profile –Strategic Advantage Profile, Corporate Level strategies- growth, stability, renewal, Diversification Strategies, Vertical Integration Strategies, Mergers, Acquisition & Takeover Strategies, Strategic Alliances & Collaborative Partnerships), Retrenchment – Turnaround, Divestment, Liquidation, Outsourcing Strategies; Business Level Strategies-Michael Porter's Generic strategies; Functional level strategies	9 hrs
Unit V	Strategy Implementation and Evaluation Components of a strategic plan, barriers to implementation of strategy, Mintzberg's 5 Ps. Mc Kinsey's 7s Framework. Organization Structures for Strategy Implementation: entrepreneurial, functional, divisional, SBU, Matrix, Network structures, Cellular/ Modular organization, matching structure to strategy, organizational design for stable Vs. turbulent	9 Hrs

	environment, Changing Structures & Processes: Reengineering & strategy implementation – Principles of Reengineering. Strategy Evaluation: Operations Control and Strategic Control – Symptoms of malfunctioning of strategy –Use of Balanced Scorecard for strategy evaluation.	
Unit VI	Contemporary Business Models and Sustainability: Business Models: Meaning & components of business models, new business models for Internet Economy– E-Commerce Business Models and Strategies – Internet Strategies for Traditional Business –Value Chain & Risk Management; Blue Ocean Strategy: Difference between blue & red ocean strategies, principles of blue ocean strategy, Strategy Canvass & Value Curves, Four Action framework. Sustainability & Strategic Management: Threats to sustainability, Integrating Social & environmental sustainability issues in strategic management, meaning of triple bottom line, people-planet-profits. **Cases** Starbucks : Introduction to Strategy Apple : Industry and Competitor Analysis Walmart,Nike,Zara :Porter's generic trategies Netflix : Porter's five forces for competition Nestle : BCG matrix	5 Hrs

Text Books:

- Strategic Management and Business Policy: Globalization, Innovation and Sustainability | Fifteenth Edition by Thomas L. Wheelen (Author), J. David Hunger (Author), Alan N. Hoffman (Author), Charles E. Bamford (Author), Purva Kansal (Author); | Pearson Paperback 2018
- Strategic Management: Planning for Domestic and Global Competition (SIE) | 14th Edition **by John A. Pearce II (Author), Richard B. Robinson (Author), Amita Mital (Author);** 19 September 2018,McGraw Hill, Special Indian edition

RECOMMENDED READING:

- Strategic Management and Business Policy by Azhar Kazmi, Tata McGraw-Hill, Third Edition
- Strategic Management by Ireland, Hoskisson&Hitt, Indian Edition, Cengage Learning, 2008 Edition

- Crafting and Executing Strategy- The Quest for Competitive Advantage by Thompson, Strickland, Gamble & Jain, Tata McGraw-Hill, 16th Edition
- Blue Ocean Strategy by Kim & Mauborgne, Harvard Business Review press,2015

E-Resources:
https://hbr.org/2020/07/learning-from-the-future;

https://www.redalyc.org/pdf/3372/337228636008.pdf;

https://www.youtube.com/watch?v=TIepd72P9Xc;

https://www.youtube.com/watch?v=iuYlGRnC7J8
https://www.youtube.com/watch?v=krywmXOaV6A
https://www.youtube.com/watch?v=zGLC7ZxNo-0;
https://www.youtube.com/watch?v=mYF2_FBCvXw
https://www.cipher-sys.com/blog/using-porters-competitive-strategies-in-your-business
https://hbr.org/1992/01/the-balanced-scorecard-measures-that-drive-performance-2

Employability -40%

Skill Development -20%

Entrepreneurship -40%

COURSE TITLE: Decision Science using R & Python

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures/Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
21MBAC302	Decision Science using R & Python	2	-	1	30	3	30	-	70	150 – 70 (Ext) – 30 (Int Ass.) (50 Marks – 25 – (IA) 25(P)	40%	40

COURSE OBJECTIVES:

- To understand the role of quantitative techniques in managerial decision making.
- To understand the process of decision problem formulation.
- To understand applications of various quantitative techniques in managerial settings
- To understand & use R & Python for solving decision Problems

Course Out Come:

1. Develop understanding of usage of quantitative techniques in Decision Making
2. Knowledge of decision problem formulation method using Linear Programming problems
3. Develop skill to solve the decision problem using quantitative techniques
4. Students will be able to understand & use R & Python for solving decision Problems

Mapping of Course Outcomes (COs) with Bloom's Taxonomy

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

CO	Description	Bloom's taxonomy	Units covered
CO1	Appreciate the importance and role of quantitative techniques in decision Making	I &II	I
CO2	Apply the knowledge of quantitative techniques in decision problem formulation	I, II, & III	I, II, III, IV, V

CO3	Apply the knowledge of quantitative techniques in solving the decision problems	I, II, & III	I, II,III,IV, V
CO4	4. Students will be able to understand & use R & Python for solving decision Problems.	II, III	I, II

Mapping of CO's with PO's and PSO's

Course outcomes	Program outcomes PO1	PO2	PO3	Program Specific outcomes PSO1	PSO2	PSO3	PSO3
CO1	H	L	L	L	L	L	
CO2	L	H	M	L	M	L	H
CO3	L	H	M	L	L	L	
CO4			M	M			H

L=Low; M=medium; H=high

COURSE OUTLINE:

Sr. No.	Topic	Lectures
Unit-I	**Introduction**: Importance of Decision Sciences & role of quantitative techniques in decision making. **Linear Programming** Problem (LPP): Meaning of LPP, Formulation of LPP, solution by graphical methods, problems relating to two variables only. Practical: Solutions using R, Solutions using Python	**6 hours**
Unit-II	**Assignment Models**: Concept, Flood's Technique/ Hungarian method, applications including restricted, multiple assignments and maximization objective. Practical: Solutions using R, Solutions using Python **Transportation Models**: Concept, formulation, problem types: balanced, unbalanced, restriction and maximization, Basic initial solution using North West Corner, Least Cost & VAM, Optimal solution using MODI, multiple solution case to be considered. Practical: Solutions using R, Solutions using Python	**6-Hours**

Unit -III	**Decision Theory**: Concept, Decision making under uncertainty Maximax, Maximin, Minimax regret, Hurwicz's & Laplace criterion, Decision making under risk (EMV, EVPI) for items with and without salvage value. **Game Theory**: Concept, 2 × 2 zero sum game, Pure & Mixed Strategy, solution of games with dominance, average dominance method.	**6-Hours**
Unit –IV	**CPM & PERT**: Concept, Drawing network, identifying critical path, Network calculations- calculating EST, LST, EFT, LFT, Slack, floats & probability of project completion in case of PERT. **Network crashing**: Concept of project cost and its components, time and cost relationship, crashing of CPM network.	**6-Hours**
Unit - V	**Queuing Theory**: Concept, Single Server (M/M/I, Infinite, FIFO), Introduction of Multi Server (M/M/C, Infinite, FIFO) (Numerical on single server model expected) **Markov Chains**: Applications related to management functional areas, estimation of transition probabilities. **Sequencing problem**: Introduction, Problems involving n jobs-2 machines, n jobs- 3 machines & n jobs-m machines, Comparison of priority sequencing rules. **Simulation Techniques**: Monte Carlo Simulation, scope, and limitations.	**6-Hours**

RECADING RECOMMENDATION:

- **Decision Science: Dr.A.B.Rao Himalaya Publishing House Pvt, Ltd**
- Decision Sciences: Theory and Practice 1st Edition Raghu Nandan Sengupta
- Decision Science: Taylor & Francis

Employability -35%

Skill Development -35%

Entrepreneurship - 30%

COURSE TITLE: Sales & Distribution Management

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures/Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
21MBAC304	Sales & Distribution Management	3	-	-	45	3	30	-	70	100	40%	40

COURSE OBJECTIVES:

- To acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy.
- course also offers insight about current trends in sales and distribution management

Course Out Come:

- Understanding some key terms and concepts of sales and distribution management
- Design and implement various channel strategies
- Understanding to manage, motivate and lead salesforce
- Framing policies and plan for sales organization and channels

Mapping of Course Outcomes (COs) with Bloom's Taxonomy

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

CO	Description	Bloom's taxonomy	Units covered
CO1	Understanding some key terms and concepts of sales and distribution management	I, II	I, II
CO2	Design and implement various channel strategies	III, V	III
CO3	Understanding to manage, motivate and lead salesforce	IV	IV
CO4	Framing policies and plan for sales organization and channels	VI	V

Mapping of CO's with PO's and PSO's

Course outcomes	Program outcomes PO1	PO2	PO3	Program Specific outcomes PSO1	PSO2	PSO3	PSO4
CO1	M	L	L	M	L	L	L
CO2	M	M	L	M	L	L	L
CO3	L	H	L	H	H	M	H
CO4	L	M	H	L	M	H	M

L=Low;M=medium;H=high

COURSE OUTLINE

Sr. No	Topic	Lectures
Unit I	**Definition meaning and objectives of sales management** and personal selling: nature and importance of sales management – role and skills of sales management **Concept of personal selling:** sales process -transactional and relationship selling- recruiting and selecting sales personnel-developing and conducting sales training programs -designing an administering compensation plan - leading and motivating sales Force.	9 hrs
Unit II	**Pre-Selling Work :** Attributes of a Good Salesperson - Personality & physical characteristics, Enthusiasm, Confidence, Intelligence, Self-worth, Knowledge- product, Competition, organization, market, customer, territory; People Buy From People, Communication skills, Persuasive skills, Personal Diary, Time management, Managing Sales Documents and collaterals management. Fear Factor in Sales. Maximising Productivity in a Sales Role, Meetings and Your Time, The Telephone - Social Media & Online Data Bases as a Sales Tools, Developing Your Script, Mailers, Pre-Call Planning, Generating Appointments.	**9 hrs**
Unit III	**Selling in Action:** Identifying Key Individuals – Prospecting, Influencers and Decision Makers, Talking to the Right Individuals, Making that Good First Impression, How to Win Friends and Influence People, Dale Carnegies Six Principles of Relationship, What's In It For Me?, Honesty and Integrity.	**9 hrs**

Unit IV	**Introduction of Distribution Management:** physical distribution - definition need and scope- Marketing channels – Definition and importance-different form of channels – functions of marketing channels **Unconventional channels:** Channels for consumer goods, industrial goods and service - Integrated Marketing channels –horizontal, vertical, multi-channel marketing systems, international Marketing Channels. **Channel management:** channel selection process and criteria- performance appraisal of channel members- channel conflicts techniques to resolve channel conflicts.	**9 hrs**
Unit V	**Sales Conversation, Negotiation & Closure:** Starting a Quality Prospecting Conversation, Listeners Control Conversations, Trial Closing, Creating an Opportunity: Situation vs Problem Questions, Difficulty Questions, Negative and Positive Answer Questions, Directive Questions, Rhetorical Questions. Problems with Positional Bargaining, Opening Up the Negotiation, Approaches to Better Negotiation, You Have Alternatives, Reverse Psychology in Negotiation. Sales Proposals: How to Construct a Sales Proposal, Important Factors to Consider, Putting It All Together.	**9 hrs**

READING RECOMMENDATION:

Text Books:

1. Selling & Sales Management, Geoffrey Lancaster & David Jobber, Macmillan India Ltd.
2. Negotiation: Communication for diverse settings, Michael L Spangle and Myra Isenhart, Sage South Asia Edition.
3. The Sales Bible: The Ultimate Sales Resource, Jeffrey Gitomer, Wiley India
4. How to win friends and influence People, Dale Carnegie
5. The Art of Closing the Sale, Brian Tracy, Pearson Education.

Suggested Reference Books:

1. Sales Management, Bill Donaldson, Palgrave Publications
2. You can negotiate anything, Herb Cohen
3. Managing Sales Leads, Crocker and Obermayer, American Marketing Association

Employability -35%

Skill Development -35%

Entrepreneurship - 30%

Core Specialization			
Elective :1	21MBAF301	Export Potential for Agriculture & Food Products	4
Elective :2	21MBAF302	Post-Harvest Management	4
Elective :3	21MBAF303	Food Processing Management	4

COURSE TITLE： Export Potential for Agri & Food Products

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures/ Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
21MBA F301	Exportt Potential for Agriculture& Food Products	30	-	-	30	3	30	-	70	100	40%	40

Course Objectives:

- Explain the nature and scope of export
- To know the present status of globe and Indian Agri export
- To know basics of overall Agri export procedure and subsidies / facilities available
- To know Export based entrepreneurships.

Course Outcomes:
After Completion of course students will be able to:

CO1: Understanding the Global and national level scenario of Agriculture Export
CO2: Understand the overall steps needed in the export of Agriculture Commodities
CO3: Analyze the practical insights through case studies.
CO4: Understand the India's Agri Trade Policies And Export Incentives.
CO5: Understand the procedure of trade operations and their documentation.
CO6: Analysis of current practices and products in Agri insurance policies.

MAPPING OF COURSE OUTCOMES (COS) WITH BLOOM'S TAXONOMY

CO	Description	Bloom's taxonomy		Units covered
		Level	Taxonomy	
CO1	Understanding the Global and national level scenario of Agriculture Export	2	Understanding	1
CO2	Understand the overall steps needed in the export of Agriculture Commodities	2	Understanding	2
CO3	Analyze the practical insights through case studies	3	Analyzing	3
CO4	Understand the India's Agri Trade Policies and Export Incentives.	3	Understanding	4
CO5	Applying the procedure of trade operations in the export-import Agri goods.	4	Applying	5
CO6	Analysis of current practices and products in Agri insurance policies.	4	Analysis	6

Mapping of CO's with PO's and PSO's (Export Potential for Agri and Food Products)

Course outcomes	Program outcomes			Program Specific outcomes			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	M	H	H	L
CO2	H	M	L	M	L	H	H
CO3	L	H	M	L	M	M	H
CO4	L	M	H	L	M	H	L
CO5	L	H	M	L	H	M	H
CO6	H	L	M	H	L	M	M

L=Low; M=medium; H=high

Course Outline

Sr. No	Topics	Lectures
Unit I	**Basics of Agri & Food Exports** Definition, Concept, Significance, Present International Trends of Exports in Agri and Food Trade	**5**
Unit II	**Status of Indian Agri and Food Exports:** Historical Trend, Present Status and the way forward **Case study:** Competitiveness and Trade Performance of India's Dairy Industry **Case study:** **Exports of Agri-Products from Gujarat: Problems and Prospects**	**8**
Unit III	**Product & Market Identification For Exports** Process of filtering the most potential export markets based on import demands, competition, tariff & non-tariff barriers. SPS/TBT measures, faced by Indian exporters. **Case Study:** **The Export Value Chain of Baby Corn in India: Governance, Inclusion and Upgrading - Sukhpal Singh** **Case Study: Fisheries Exports of India: A Constant Market Share Analysis** Mohd. Fayaz**; Mumtaz Ahmed**	**8**
Unit IV	**India's Agri Trade Policies And Export Incentives** Domestic agricultural policies, in the context of evolving law(s), both at central and state levels for key exportable crops from India. Export incentives, duty neutralization, and capacity building schemes, as enshrined in the Foreign Trade Policy of India. The process and procedure of availing all export import benefits/ authorizations. **Case Study: Export of agricultural commodities from India: Performance and prospects**	**8**

Unit V	**Basics of Trade Operations and Documentation** Process of getting started in Export-Import via export-import documentation, Procedure for clearance of export-import cargo, duty assessment and payment of import cargo, export clearance and incentive assessment.	**8**
Unit VI	**Agri Export entrepreneurship in India** Present Status in India and The way forward **Case study:** Entrepreneurship Development through Agri-Entrepreneurship in India: Crossing the Boundaries with Agri-Export-Zones (AEZ) **Pathak, Jogendra** Exercises: Assignments, Case Studies	**8**

Web links:

- Ramphul Ohlan https://ajad.searca.org/article?P=483
- Ravindra H Dholakia Https://journals.sagepub.com/doi/pdf/10.1177/0256090920030404
- Https://doi.org/10.1177/2277976019857192
- https://doi.org/10.1177/0019466220959572
- Suresh ; V.C. Mathur https://www.researchgate.net/publication/306209448_Export_of_agricultural_commodities_from_India_Performance_and_prospects
- http://hdl.handle.net/123456789/408

Text Books:

- Agricultural Exports of India: A Post Reforms Analysis [Sharma Manoj (Author)]
- India's Agriculture and Food Exports: Opportunities and Challenges [Debesh Roy (Author)]

Recommended Readings:

- International Economics by Paul Krugman
- Ministry of commerce and industry, Handbook of Procedures, Volume I and II, GOI, New Delhi
- Guide to Export Policy, Procedure and Documentation – Mahajan
- Foreign Trade Management in India by M.L.Verma
- India’s Export and Export Policies in the 1906 by D.Nayyar

Employability: 35
Skill Development: 45
Entrepreneurship: 20

CourseTitle: Post Harvest Management

Course Code	Course Title	Teaching Scheme Period/week			Total Lectures/ Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture **L**	**Tutorial T**	Practical **P**			Sessional (Mid Term) / (Continues Ass)	Jury JR	Paper (End Term Exam)			
1MBF 302	Post-Harvest Management	3	-	-	45	3	30	-	70	100	40 %	40

COURSE OBJECTIVE:

- Describe the processes/factors that result in quality deterioration and loss of harvested produce.
- Explain technologies/procedures applied to improve quality and reduce losses of harvested produce.
- Discuss quality attributes and standards required to maintain the safety of harvested produce.

Course Outcomes:

After Completion of course students will be able to:

CO1: Understanding the status of crop production.
CO2: Applying advanced technology to avoid post-harvest losses.
CO3: Understand the waste management practices.
CO4: Understand the preharvest measures to find better harvesting stage.
CO5: Understand different postharvest storage systems.
CO6: Understand the importance of post-harvest management.
C07: Evaluate the losses and their solution to avoid losses during handling and packaging.

Mapping of CO's with PO's and PSO's (Post Harvest Management)

Course outcomes	Program outcomes			Program Specific outcomes			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	L	M	H	M
CO2	H	M	L	M	L	H	H
CO3	M	H	L	L	M	H	L
CO4	H	M	L	H	L	M	M
CO5	H	M	L	L	M	H	L
CO6	H	L	M	M	L	H	M
CO7	L	H	M	L	M	M	H

L=Low; M=medium; H=high

Course Outline

Sr. No.	Topics	Lectures
Unit I	**Post-harvest management (PHM) for agriculture produce:** Introduction and History, and role of post-harvest technology; **Factors contributing to total** post-harvest losses: Qualitative & quantitative; Role of Postharvest Management for Food Security, **Strategies for postharvest management for food security,** Principles, and applications Conventional (Drying and dehydration, Size reduction practices, Extrusion processing, canning, sterilization, Pasteurisation) and advanced processing(Ultraviolet in food preservation, Microwave techniques, Membrane processing, HPP, Ozone processing, PHF, Ohmic heating) techniques, Post-harvest management: Contribution to the Economy.	**8**

Unit II	**Post-harvest management: Concept behind Losses:** Climacteric, and non-climacteric crop, Pre-harvest & post-harvest factors for ripening, Lack of information maturity indices, Biochemical changes after harvesting, handling, Methods of storage Post-harvest treatment for quality retention, **socioeconomic factors: Inadequate marketing system and transportation facility, Government regulations, and legislation, unavailability of tools and equipment**.	5
Unit III	**Post-harvest changes and wastage management:** The phenomenon of ripening, Physical changes, chemical changes, regulation methods, Artificial ripening, Classification of agriculture waste, Causes and sources of agriculture waste, **Biological and environmental causes on postharvest losses, Influence of waste on human health and environment,** Control measures during storage, Post-harvest disease and pest management Waste utilizing for by-product materials, Effective management of agriculture waste: Fungi cultivation, manure preparation, Soap making, biofuel, and energy production, Post-harvest waste management: aspects of packaging, storage, treatment.	8
Unit IV	**Pre-harvests measures for PHM** Fruit and vegetable morphological, Structure of Agri crops, Chemical composition, Physical, and textural characteristics, various maturity standards, Importance, methods of determination of maturity indices, Preharvest management: Irrigation, cultivars, planting period, fertilizer, protection, planting density, pruning, etc., Methods of harvesting and their advantages & disadvantages, Harvesting tools.	5
Unit V	**Different Storage Systems in PHM:** Low-cost storage methods for small farmers: Underground storage, Pit storage, Methods of pre-cooling room cooling, hydro cooling, contact icing, Controlled atmospheric, modified atmospheric, hypobaric storage, cool store, zero energy, Cool chamber, Problems to maintaining storage system, Various storage systems: Principals and working	5

Unit VI	**Importance in PHM:** Meaning of post-harvest diseases and their types, Control measures: Low moisture, low temperature, ventilation, sanitization, insecticides**,** Chemicals, wax coating, pre-packaging, Chilling injury, and Physiological disorder	6
Unit VII	**Post-harvest Handling and packaging management:** Role of proper handling and packaging in PHM**,** Tips for handling horticulture crops, Problems in packaging practices**,** Importance of packaging house management, Packaging house operations: Washing, Drying, Grading, waxing and Storage, Sustainable packaging material, Harvest handling: Methods, advantages, and disadvantages, Postharvest handling operations: Field operations, field curing roots, bulb.	**8**

RECOMMENDED READING:

- Post-harvest Technology of fruits and vegetable – R.B. H. Vills et.al.
- Post-harvest Technology of Fruits and Vegetable – L.R. Verma& V.N. Joshi
- Post-Harvest Management and Horticultural Crop. by Pandey Sadhna, Pandey S.N., Pandey P.H.
- Postharvest Management Approaches for Maintaining Quality of Fresh Produce
- Postharvest Handling A Systems Approach 3rd Edition Wojciech Florkowski Robert Shewfelt

Employability: 35
Skill Development: 45
Entrepreneurship: 20

Course Title: Food Processing Management

Course Code	Course Title	Teaching Scheme Period/week			Total Lectures/ Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture **L**	Tutorial **T**	Practical **P**			Session (Mid Term) / (Continues Ass)	Jury JR	Paper (End Term Exam)			
21MBAF 303	Food Processing Management	3	-	-	45	3	30	-	70	100	40 %	40

COURSE OBJECTIVE:

- To understand the principles of food processing.
- To study the need for processing foods, composition and nutritive value of plantfoods and storage practices.
- To understand the present scenario in India with respect to processing of differentplant foods.
- To guide the students in their quest for the scientific principles involved in the attainment of food processing.
- To help students to learn the various ways of evaluating and controlling food processing.

Course Outcomes:

After Completion of course students will be able to:

CO1: Understanding the basic principles of food processing.

CO2: Applying the need for processing foods, composition and nutritive value of plant foods and storage practices.

CO3: Understanding scientific principles involved in the attainment of food processing.

CO4: Applying new strategies for food processing management.

CO5: Applying various ways of evaluating and controlling food processing.

MAPPING OF COURSE OUTCOMES (COS) WITH BLOOM'S TAXONOMY

CO	Description	Bloom's taxonomy		Units covered
		Level	Taxonomy	
CO1	Understanding the basic principles of food processing.	2	Understanding	1
CO2	Applying the need for processing foods, composition and nutritive value of plant foods and storage practices.	3	Applying	2
CO3	Understanding scientific principles involved in the attainment of food processing.	2	Understanding	3
CO4	Applying new strategies for food processing management.	3	Applying	4
CO5	Applying various ways of evaluating and controlling food processing.	3	Applying	5

Mapping of CO's with PO's and PSO's (Food Processing Management)

Course outcomes	Program outcomes			Program Specific outcomes			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO$
CO1	H	M	L	H	L	M	L
CO2	H	L	M	M	L	H	L
CO3	M	L	H	M	M	H	L
CO4	L	H	M	L	M	H	M
CO5	L	M	H	L	M	H	M

L=Low; M=medium; H=high

COURSE DETAILS:

Sr. No.	Topics	Lectures
Unit I	**Food Processing an Overview:** Cereals, Millets and Cereals Nutritive value, Composition and structure of Cereals-an overview. Post-Harvest Processing and Technological Aspects of Cereals - Milling and Processing of Cereals for Value Added Products (Puffs, Flakes, extruded products, Pasta, Bakery items) -Quality and Grading of Grains -Recent Advances in Milling of Rice, Wheat and Millets -Flour Fortification to Improve Nutritive Value An Overview - Breakfast Cereals- An Overview Pulses and Legumes -Nutritive value and Composition of Pulses and Legumes-An overview. - Milling and Processing of Pulses for Value Added Products. Elimination of Toxic Factors -Fermented and Non-Fermented Soy Products – Current trends in plant based protein consumption.	**10 Hours**
Unit II	**Fruits and Vegetables**: Nutritive value, Composition and Classification of fruits and vegetables. -An overview. Post-Harvest Management Techniques, Processing and Preservation of Food -Controlled Atmosphere Storage of Perishables Packaging Requirements, Methods of Packaging and Quality Aspects of Minimally Processed Fruits and Vegetables -Modified Atmosphere Packaging of Fruits and Vegetables -Frozen, Canned, Dry Storage of Fruits and Vegetables _ Ohmic Processing of Foods, Extrusion Technology, High Pressure Technology, Coronation, Dehydration and Sun Drying -Effect of Gamma Radiation on Physio-chemical and Sensory Qualities of Fruits and vegetables -Innovative Techniques in Minimal Processing of Fruits and Vegetables. -Value Added Products (Jams, Jellies, Marmalades, Preserves, Purees, Powders, Drinks, Squash, Fruit Wine)	**10 Hours**
Unit III	**Nuts and Oil seeds :** Methods of Oil Extraction and refining of oil -Hydrogenation, plasticizing, tempering of oils - Etherification, -Raw pressed oils -Blending of oils -Value Added Products (Margarine, Vanaspati Ghee, Mayonnaise, Peanut butter, Almond Butter, Nut Milk, Coconut Products) Plant based Beverages and Other Products, Tea, Coffee - Cocoa Processing	10 Hours

Unit IV	**Food Additives and Food Adulterants** Brief overview, classification, guidelines for use, MAQ of food additives, toxicological studies, tests to determine safe level – acute test, prolonged test, chronic test. − Food Adulteration – Meaning, detection of common adulterants, PFA laws related to food adulteration. − Food safety, Hazards and risks – Meaning, definition, types of hazards: biological, physical and chemical hazards. As Food labelling and Nutrition labelling – Health claims, Nutrition Claims, Nutrition labels, allowed on food labels, laws relating to food labelling.	5 Hours
Unit V	**Hygiene, Sanitation and Control of Food quality** Principles of food hygiene, personal hygiene, kitchen hygiene and sanitation, Quality control, Quality assurance, Water quality assessment, insect waste treatment and disposal, food vending and packaging standards, employee health and safety, Control of Food Quality Principles of quality control. Government regulations (Food laws, orders) and amendments and national and international standards – ISI, AGMARK, FPO, Codex Aliment Arius, ISO, FSSAI− Role of FDA and Management systems in food quality control. HACCP, TQM and Concept of food audits.	**10 Hours**

EXERCISES:

- Some cases of real business world to supplement learning from the course.
- Industrial Visits, Lab Visits

Text Books.

- Post-Harvest Management of Horticultural Crop. Author Name: M.A.MIR
- Food Safety & Standards Act 2006, P.K.Das.
- Food Laws & Regulations. R.H. Jaju.
- Food Science & Technology, Khatkar.
- Fruits and Veg Preservation, R.P Shrivastva.
- Khetarpaul N (2010) Emerging Trends in Post-Harvest Processing and Utilization of Plant Foods. ATPA

References

- P J Fellows (2009) Food Processing Technology: Principles and Practice. Woodhead Publishing Series in Food science, Technology and Nutrition.
- Amalendu Chakraverty and Arun S. Mujumdar. (2003) Handbook of Postharvest Technology: Cereals, Fruits, Vegetables, Tea, and Spices.
- D. K. Salunkhe and S.S. (1995) Handbook of Fruit Science and Technology: Production, Composition, Storage, and Processing
- Scottsmith and Hui Y.H (Editors) (2004) Food Processing – Principles and Applications London Blackwell Publishing.
- Subbulakshmi, G and Udupi, S. A. (2001) Foods Processing and

Preservation, New Delhi: New Age International (P) Ltd. Publishing

Websites for reference:

- www.fssai.govt.in

Employability- 20%
Skill Development- 60 %
Entrepreneurship -20%

COURSE TITLE: Summer Internship Project

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures/Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture **L**	**Tutorial T**	Practical **P**			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23 MBAC 305	Summer Internship Project		-	6		6		-		200	40 %	80

COURSE OBJECTIVES:

- To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
- To provide means to immerse students in actual supervised professional experiences.
- To give an insight into the working of the real organizations.
- To gain deeper understanding in specific functional areas
- To appreciate the linkages among different functions and departments
- To develop perspective about business organizations in their totality.
- To help the students in exploring career opportunities in their areas of interest.

COURSE OUTLINE:

- Summer Internship Project: At the end of Second Semester each student shall undertake a Summer Internship Project (SIP) for 8 weeks. It is mandatory for the student to seek advance written approval from the faculty guide and the Director of the Institute about the topic and organization before commencing the SIP. The SIP may or may not have a Functional Focus, i.e. the student may take up a SIP in his/her intended area of specialization or in any other functional area of

management. Ideally the SIP should exhibit a cross-functional orientation. The student shall submit a written structured report based on work done during this period on the basis of suggested guidelines and research methodology.

- SIP may be a research project – based on primary/ secondary data or may be an operational assignment involving working by the student on a given task/assignment/project/ etc. in an organization / industry. It is expected that the SIP shall sensitize the students to the demands of the workplace. The learning outcomes and utility to the organization must be specifically highlighted.

The report should in following format:

1. Introduction/ Executive Summary.
2. Objectives of the Study.
3. Company/ Organization profile (including Organization Chart).
4. Research Methodology (Statement of Problem, Hypothesis (if any), Research Design.
5. Data analysis, Data Interpretation & Hypothesis Testing.
6. Relevant activity charts, tables, graphs, diagrams, etc.
7. Suggestions & Recommendations.
8. Conclusions.
9. References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)
10. Appendix (Questionnaire, Data Sheets etc.)

It should reflect the nature and quantum of work undertaken by the student. The report must reflect 8 weeks of work and justify the same.

The student shall submit TWO hard copies & one soft copy (CD) of the project report before 30th September in Semester III. One hard copy is to be returned to the student by the Institute after the External Viva-Voce.

The Institute shall conduct an internal viva-voce for evaluation of the SIP for 50 marks. The Panel shall comprise of the Internal Faculty Guide & One additional faculty nominated by the Director.

There shall be an external viva-voce for the SIP for 50 marks. The examiner's panel for the same shall include one external faculty member nominated by the University and one internal faculty member nominated by the Director. The external viva-voce shall be

conducted for 15 minutes at least per student.

The Internal & the External viva-voce shall evaluate the project based on:

- Actual work undertaken by the student
- Student's understanding of the organization and business environment
- Outcome of the project
- Utility of the project to the organization
- Basic analytical capabilities

Value Addition Courses & UCC

Semester III

VAC/UCC Courses

Value added and University Credit Courses							
UCC/VAC	**Course Code**	**Course Name**	**Category of Courses**	**Credits**	**L**	**T**	**P**
VAC:1	23VAC301	Microsoft Project Management Certification	**SEC-SB**	3	2	0	1
VAC:5	23MBCE301	Environment Management Sustainability Development	DSC - Community Engagement				
CERT:1		NPTEL Swayam Course Certification	**SEC-SB**				

Syllabus

Course Code	**Course Title**	**Teaching Scheme Period/week**			**Total Hours**	**Credits**	**Evaluation Scheme**			**Total Marks**	**Passing Marks**	**Min Marks for Passing**
		L	**T**	**P**			Sessional	Viva	End Term			
23VAC301	Project Management Using Microsoft Project	2	0	1	30	3	30	-	70	100	40%	100

Course Objectives:	
1	Provide students with a comprehensive understanding of fundamental Project Management principles, methodologies, and their application in real-world scenarios.
2	Enable students to practically apply Project Management theories and techniques using Microsoft Project, fostering the ability to translate theory into actionable project plans.
3	Equip students with the skills to proficiently navigate, operate, and leverage Microsoft Project as a tool for effective project planning, execution, and control.

Course Outcomes:

After studying this course students will be able to:

CO1	Create detailed project plans incorporating scope definition, WBS, task scheduling, and critical path analysis using Microsoft Project.
CO2	Allocate resources effectively, resolve conflicts, and optimize resource utilization within Microsoft Project.
CO3	Analyze project expenses, perform cost estimation, and track budgetary aspects using Microsoft Project's functionalities.
CO4	Monitor project progress, identify risks, and implement necessary modifications using Microsoft Project to ensure project success.
CO5	Generate and present detailed project reports, integrating data from schedules, costs, resource utilization, and progress tracking within Microsoft Project.

Mapping of Course Outcomes (COs) with Bloom's Taxonomy

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

CO	Description	Bloom's taxonomy	Units covered
CO1	Create detailed project plans incorporating scope definition, WBS, task scheduling, and critical path analysis using Microsoft Project.	Creating	1, 2
CO2	Allocate resources effectively, resolve conflicts, and optimize resource utilization within Microsoft Project.	Applying	3
CO3	Analyze project expenses, perform cost estimation, and track budgetary aspects using Microsoft Project's functionalities.	Analysing	4

CO4	Monitor project progress, identify risks, and implement necessary modifications using Microsoft Project to ensure project success.	Evaluating	5
CO5	Generate and present detailed project reports, integrating data from schedules, costs, resource utilization, and progress tracking within Microsoft Project.	Creating	2, 5

Course Contents: Theory-Lecture Hours

Unit	Course Outline	No. of Hours
1	**Introduction to Project Management and Microsoft Project** Understanding the fundamentals of Project Management: definition, importance, project life cycle, and key components like scope, time, cost, quality, risk, etc. Exploring various Project Management methodologies: Agile, Waterfall, Scrum, etc.	6
2	**Project Planning and Scheduling** Project Planning essentials: defining project scope, setting objectives, creating Work Breakdown Structures (WBS), and identifying deliverables. Scheduling methodologies: Gantt charts, Critical Path Method (CPM), and Program Evaluation and Review Technique (PERT).	6
3	**Resource Management and Allocation** Types of resources, resource levelling, and resource allocation strategies. Overview of resource constraints and resolving allocation conflicts.	6
4	**Budgeting and Cost Control** Fundamentals of project budgeting: cost estimation techniques, budget development, and monitoring cost performance. Cost control methodologies: variance analysis, earned value management, and forecasting.	6

5	**Project Execution, Monitoring, and Closure** Execution phase essentials: project execution methodologies, change management, and performance measurement techniques. Overview of project monitoring and control: tracking progress, managing risks, and quality assurance.	6
Total Hours:		**30**

Course Contents: Practical-Lab Hours		
Unit	**Course Outline**	**No. of Hours**
1	**Introduction to Project Management and Microsoft Project** Interface, toolbars, ribbon, task bar and their formatting, and navigation. Creating a new project, calendar, option menu, saving, and opening projects.	6
2	**Project Planning and Scheduling** Creating WBS, Types of Tasks in MS Project, task creation, defining task dependencies, establishing milestones, and setting up project timelines. Applying scheduling techniques, including task linking, setting task constraints, and managing the critical path, Task inspector.	6
3	**Resource Management and Allocation** MS Project for resource assignment, levelling resources, and resolving overallocations. Demonstrating resource allocation scenarios, assigning resources to tasks, part time resources, and optimizing resource utilization.	6
4	**Budgeting and Cost Control** Implementing budgeting using Microsoft Project: allocating costs to tasks, setting up cost resources, resource costs that change with time, and tracking project expenses. Generating cost reports, analyzing budget vs. actuals, and using Microsoft Project's features for cost control and analysis.	6
5	**Project Execution, Monitoring, and Closure** Simulating project execution in Microsoft Project, updating project progress, tracking actual vs. planned progress, and incorporating changes. Utilizing Microsoft Project for generating project status reports, managing project closure activities. Basics of working with multiple projects	6
Total Hours:		**30**

Text Books & Reference Books:	
1	"A Guide to the Project Management Body of Knowledge (PMBOK® Guide)" by Project Management Institute
2	Harold Kerzner (2011), Project Management, Metrics, KPIs and Dashboards, John Wiley & Sons, Limited
3	Microsoft Project Quick Start Guide

4	Project Management Stack Exchange: Community-driven Q&A platform with specific threads on MS Project functionalities and troubleshooting
5	Microsoft Project Step by Step
6	Microsoft Project for Dummies

Employability	50%
Skill Development	50%
Entrepreneurship	

23MBCE301	**Environment Management Sustainability Development**	**DSC - Community Engagement**

COURSE OBJECTIVE:

I. Analyze the interrelationship between living organism and environment.
II. Understand the importance of environment by assessing its impact on the human world.
III. Enrich the knowledge on themes of biodiversity, natural resources, pollution control and waste management.
IV. Understand the constitutional protection given for environment.

COURSE OUTCOME:

CO 1: Discover knowledge in ecological perspective and value of environment.
CO 2: Describe the significance of various natural resources and its management.
CO 3: Demonstrate a comprehensive understanding of the world's biodiversity and the importance of its conservation.
CO 4: Categorize different types of pollutions and their control measures. Discover effective methods of waste Management. Analyze global environmental problems and come out with best possible solutions.
CO 5: Describe environmental laws and sustainable development.

Mapping of Course Outcomes (COs) with Bloom's Taxonomy

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

CO	**Description**	**Bloom's Taxonomy**	**Units Covered**
CO1	Discover knowledge in ecological perspective and value of environment.	III,IV	I, II
CO2	Demonstrate a comprehensive understanding of ISO 14000	II	II
CO3	Categorize different types of pollutions and their control measures. Discover effective methods of waste Management. Analyze global environmental problems and come out with best possible solutions.	II,III	III
CO4	Describe environmental laws and sustainable development.	IV,V	IV, V

Mapping of CO's with PO's and PSO's

Course Outcomes	Program outcomes			Program Specific Outcomes		
	PO1	PO2	PO3	PSO1	PSO2	PSO3
CO1	L	M		M		H
CO2	H		L	H		L
CO3	H	H	H	H		H

L=Low; M=Medium; H=High

Course Outline::

Sr. No.	Topic
Unit I	Sustainable development Sustainability- Need and concept and challenges, sustainable development framework, Environmental policies, acts and protocols, Global, Regional and Local environmental issues, Clean Development Mechanism, Circular Economy and its Implementation, ISO 14000.
Unit II	Waste Management Necessity & Importance of Waste management, types of waste & methods of management.
Unit III	Environmental monitoring Various environmental audits, methods of monitoring, study of equipments like electromagnetic spectrophotometer, flame photometer, Air sampling.
Unit IV	Environmental Compliance Requirement of compliance, The water prevention & control of pollution act 1974, environmental protection act 1986, Air prevention & control of pollution act 1981, Air pollution & control rules 2000, Carbon Footprints.
Unit V	Environmental Impact Assessment & Disaster Management EIA Process, National environmental policy act and its implementation, Disaster management- prevention & mitigation.

Textbooks:

1. Sustainable Engineering: Concepts, Design and Case Studies, D.T. Allen, and D.R. Shonnard, Prentice Hall,(2011).

Reference Books:

1. Environmental and Social Impact Assessment – C. J. Barrow, Arnold Publication, Latest Edition
2. EIA Notification 1994, 2006 and amendments.
3. Engineering applications in sustainable design and development, A.S. Bradley, A.O. Adebayo, P. Maria, Cengage learning

e- Resources:

https://www.iso.org/ics/13/x/
https://www.iso.org/ics/13.030/x/
https://www.iso.org/ics/13.020/x/
https://www.iso.org/ics/13.040/x/
https://nptel.ac.in/courses/109103186
https://archive.nptel.ac.in/courses/127/106/127106004/
https://nptel.ac.in/courses/127105018

Employability	0%
Skills Development	100%
Entrepreneurship	0%

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SEMESTER IV

Master of Business Administration (MBA) in Agri and Food Business Management (AFBM)

SEMESTER IV

Sr. No.	Subject Name	Category of Courses	Credits	L	T	P	Internal		External		Marks
							T	P	T	P	
23MBAC401	Management Control Systems	OEC	3	3	0	0	30	-	70	-	100
23MBMM404	Business to Business marketing	DSC	3	3	0	0	30	-	70	-	100
23MBAF401	Commodity Market	DSC	3	3	0	0	30	-	70	-	100
23MBAF402	Agricultural Procurement & Warehouse Management E1	SSE	3	3	0	0	30	-	70	-	100
23MBAF403	Food Laws & Regulations E2	SSE	3	3	0	0	30	-	70	-	100
23MBAF404	IOT in Agriculture	SSE	3	3	0	0	30	-	70	-	100
23MBAC404	Capstone Project – Dissertation	DSE	6	0	0	6	-	-	-	-	200
	Total		21								700
	Value Added Courses / UCC										
23VAC401	ERP-SAP	**SEC-SB**	3	2	0	1					
CERT:1	NPTEL Swayam Course Certification	**SEC**	As per the actual guideline from time to time from NPTEL								
	Total										

* Out of Two Core Specialization Electives students have to choose any one

Course Title: MANAGEMENT CONTROL SYSTEM

Course Code	Course Title	Teaching Scheme Period / week			Total Lectures/ Hours 60 min	Credits	Evaluation Scheme			Total Marks	Passing %	Min. Marks For Passing
		Lecture L	Tutorial T	Practical P			Sessional (Mid Term)/ (Continues Ass)	Jury JR	Paper (End Term Exam)			
23MBAC401	Management Control System	3	0	0	45	3	30	-	70	100	40%	40

Course Objective:

To provide knowledge, insight & analytical skills related to how a corporation's senior executives design &implement the ongoing management systems that are used to plan & control the firm performance

Course Outcome:

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

- Explain the key concepts and frameworks of Management Control Systems.
- Evaluate economic performance of the organization by using Economic value added and Return on Investment techniques.
- Analyze the feasibility of capital investment proposal by using different capital budgeting.

Mapping of Course Outcomes (COs) with Bloom's Taxonomy

CO	Description	Bloom's Taxonomy	Units Covered
CO1	Explain the key concepts and frameworks of Management Control Systems.	II	I & II
CO2	Evaluate economic performance of the organization by using Economic value added and Return on Investment techniques.	V	III & V
CO3	Analyze the feasibility of capital investment proposal by using different capital budgeting methods	IV	IV & V

Mapping of CO's with PO's and PSO's

Course outcomes	Program outcomes			Program Specific outcomes		
	PO1	PO2	PO3	PSO1	PSO2	PSO3
CO1	H	L	M	L	M	M
CO2	L	H	M	M	M	L
CO3	L	H	M	H	M	H

Sr. No.	Topic	Lectures
Unit I	Introduction to Management Control Systems, Basic Concepts, Boundaries of management Control – How different from Strategy Formulation, Goal Congruence & informal factors that affect it, The Formal Control System , Functions of the Controller Link: https://www.consultancy.in/firms/boston-consulting-group	**(09 hours)**
Unit II	Responsibility Centres, Concept of Responsibility Centres , Revenue Centres , Expense Centres , Other Types - Administrative and Support Centres, R&D, Marketing Link: https://www.consultancy.in/firms/boston-consulting-group	**(09 hours)**
Unit III	Responsibility Centres, Profit Centres, General Considerations, BU as a Profit Centre, Measuring Profitability, Investment Centres – Measuring and Controlling Assets Employed, EVA v/s ROI, Additional Considerations, Evaluating the Economic Performance, Transfer Pricing, Transfer of Goods & Services between Divisions and its Pricing. Administration of Transfer Prices Management Control Process, Strategic Planning, Budget Preparation – Process, Behavioral Aspects, Quantitative Techniques, Analyzing Financial Performance – Variance Analysis, Limitations, Performance Measurement Systems, Interactive Control, Management Compensation – Incentive Compensation Plans for BU Managers & Corporate Officers, Agency Theory Link: https://icmai.in/icmai/	**(09 hours)**

Unit IV	Variations in Management Control- Controls for Differentiated Strategies – Corporate and BU Level Strategy, Service Organizations – Specific characteristics, Multinational Organizations – Cultural Differences, Transfer Pricing issues and Exchange Rates, Management Control of Projects – Nature, Project Planning, Execution and Evaluation Link: https://www.rbi.org.in/ https://www.bain.com/consulting-services/strategy/	**(09 hours)**
Unit V	Practical: • As a group students should study various control systems adopted in the organization of their choice and analyze how the control systems help achieve the organizational objectives at large. https://www.bain.com/consulting-services/strategy/	**(09 hours)**

Text Book:

- Management Control Systems, Robert Anthony and Vijay Govindarajan, McGraw Hill Publication, 12th edition.
- Management Control Systems, Pradip Kumar Sinha, Excel, Latest Edition
- Management Control Systems, Joseph A. Maciariello and Calvi J. Kirby, Latest Edition

Reference Books:

- Management Control Systems, Pradip Kumar Sinha, Excel Publication, Latest Edition.
- Management Control Systems, N Ghosh, PHI Publication, Latest Edition.

- Employability- 35%
- Skill Development- 40%
- Entrepreneurship -25%

Course Title: Business to Business Marketing

Course Code	Course Title	Teaching Scheme Period / Week			Total Lectures of 60 min	Credits	Total Marks	Passing %	Minimum Marks for Passing
		Lecture L	Tutorial T	Practical P					
23MBMM404	Business to Business Marketing	3	0	0	45	03	100	40	40

COURSE OBJECTIVES:

- To familiarize students with the terms, concepts, and nature of Business-to-Business Marketing
- To expose the students to the industrial marketing functions of firms.
- The course introduces to the participants the specifics of marketing mix for Business-to-Business Marketing.

COURSE OUTCOME:

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

- To understand and identify opportunities in B2B Markets
- To understand the marketing mix, philosophy and value chain.
- To identify the current trend and changes in Business Marketing
- To identify the Organizational buying process and Buyer-seller relationship
- To Study on the customer relationship management and acquiring right customers.
- To understand the pricing process in business markets. To understand the role of B2B branding, Brand dimension and branding strategy

Mapping of Course Outcomes (COs) with Bloom's Taxonomy

CO	Description	Bloom's taxonomy	Units covered
CO1	To understand and identify opportunities in B2B Markets	II	I
CO2	To understand the marketing mix, philosophy and value chain.	II	II
CO3	To identify the current trend and changes in Business Marketing	IV	III
C04	To identify the Organizational buying process and Buyer-seller relationship	III	IV
C05	To Study on customer relationship management and acquiring right customers	II	V
CO6	To understand the pricing process in business markets. To understand the role of B2B branding, Brand dimension and branding strategy	II	V

Mapping of CO's with PO's and PSO's

Course Outcomes	Program outcomes			Program Specific Outcomes		
	PO1	PO2	PO3	PSO1	PSO2	PSO3
CO1				M		H
CO2	H		L	H		L
CO3	H	H	H	H		H

L=Low; M=Medium; H=high

Sr. No.	Topic	Lectures
Unit I	Overview of Business-to-Business Marketing: Introduction to Business-to-Business Marketing: Business, Organizational & Government Markets, Organizational Buying Behaviour, Concept of the Business-to-Business (B2B) Marketing, Comparison of Business-to-Business & Business-to-Consumer Marketing. Buying Situations, Buy grid Framework, Role of Buying Centre, Models of B2B Marketing – Webster & Wind Model, Sheth Model, Impact of Macro/Micro Environmental factors on decision making. https://blog.hubspot.com/marketing/b2b-marketing	**(10 hours)**
Unit II	Segmentation, Targeting & Positioning for B2B Markets: Market Segmentation Bases: Macro Variables - Industry Characteristics, Company Size, Customer Location, End User Markets, product Applications. Micro Variables: Customer Interaction needs, Organizational Capabilities, Purchasing Policies, Purchasing Criteria, and Personal Characteristics. Target Markets: Concentrated Marketing, Differentiated Marketing, Undifferentiated Marketing. Criteria for choosing a target market ;Positioning https://sopro.io/added-value/blog/b2b-market-segmentation-guide/	**(06 hours)**
Unit III	Product Pricing Strategy for B2B Markets: Industrial Products: Definition of an Industrial Product, Industrial Product Lifecycle & Strategies across the PLC, Product strategies for New Products and Existing Products, Importance of After Sales Service. Innovation, Competitiveness & Technology. Marketing of – Projects, Industrial Services, High technology products. Pricing: Factors influencing Pricing Decisions, Pricing Strategies – Competitive bidding, Pricing New Products, Pricing Policies, Commercial Terms and Conditions, Contracts, Hiring & Leasing, Negotiation, Bargaining, Persuasion & Conviction. Methods used to Influence Industrial Customers, Special Dealing between Buyer and Sellers, Reciprocity, Ethical Issues. International Market based Pricing.	**(10 hours)**
Unit IV	Personal Selling & Promotions for B2B Markets: Personal Selling: Role & Characteristics of Personal Selling, Development & Management of Sales Force, Key Account Management - ABC Analysis of Industrial Customers. Promotions: Developing Industrial Communication Programme, Trade Shows, Exhibitions, Catalogues, Samples, Public Relations, and Advertising.	**(09 hours)**

Unit V	Industrial Distribution Channels: Distinctive Nature of Industrial Distribution Channels, Types of Industrial Middlemen, Channel Flow Design, Formulating Distribution Strategies and Cost Benefit Analysis.	**(10 hours)**

Suggested case studies/case lets on:

- Analysis and solution of 10 case study related with above topics must be discussed in classroom.

TEXT BOOK:

- Michael. D.Hutt, Thomas W.Speh, "Business Marketing Management,B2B", Tenth Edition, Cengage Learning. (T1)
- K.Venkatraman, "B2B Marketing", First Edition, 2017, Notion Press (T2)
- Sharma Dheeraj, Michael D.Hutt, Thomas W.Speh, "B2B Marketing: A south-asian perspective", 11th Edition, 2014, Cengage Learning.
- Robert Vitale, Joseph Giglierano and Waldemar Pfoertsch, "Business to Business Marketing- Analysis and Practice", Pearson Learning.

RECOMMENDED READING:

- Industrial Marketing by Hill, Alexander & Cross, Irwin
- Industrial Marketing by Mukerjee, Excel Book
- Marketing White Book (Latest edition)
- Industrial Marketing by Havaldar

Employability- 40%
Skill Development- 40%
Entrepreneurship -20%

Course Title: Commodity Market

Course Code	Course Title	Teaching Scheme Period / Week			Total Lectures of 60 min	Credits	Total Marks	Passing %	Minimum Marks for Passing
		Lecture L	Tutorial T	Practical P					
23 MBAF 401	Commodity Market	3	0	0	45	03	100	40	40

COURSE OBJECTIVE:

- This course provides basic of commodity market.
- To understand rules and regulations of commodity market in India.
- To know the commodity trading mechanisms and strategies.
- The need for identifying major players in futures markets.

Course Outcomes:

After Completion of course students will be able to:

CO1: Understanding the basic aspect of commodity market.

CO2: Understanding the commercial marketing of horticultural crops.

CO3: Applying the trading strategies for agricultural goods.

CO4: Analyze the market scenario of Agri commodity in terms of case studies.

CO5: Understand taxation rules and their application in Agri commodity market.

MAPPING OF COURSE OUTCOMES (COS) WITH BLOOM'S TAXONOMY

CO	Description	Bloom's taxonomy		Units covered
		Level	Taxonomy	
CO1	Understanding the basic aspect of commodity market.	2	Understanding	1
CO2	Understanding the commercial marketing of horticultural crops.	2	Understanding	1&2
CO3	Applying the trading strategies for agricultural goods.	3	Applying	3
CO4	Analyze the market scenario of Agri commodity in terms of case studies.	4	Analyzing	4
CO5	Understand taxation rules and their application in Agri commodity market.	2	Understanding	5

Mapping of CO's with PO's and PSO's (Commodity Market)

Course outcomes	Program outcomes			Program Specific outcomes			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO$
CO1	H	L	M	H	L	H	M
CO2	H	L	M	M	L	H	M
CO3	M	H	L	M	L	H	M
CO4	L	M	H	H	M	M	L
CO5	L	M	H	L	M	M	H

L=Low; M=medium; H=high

COURSE DETAILS:

Sr No	Topics	Lectures
Unit 1	**Introduction to Commodity markets** History and evolution of commodity markets. Marketing of food grains – cereals and pulses, production, consumption, marketable surplus. Emergence of commodity market, dynamics of global commodity markets, Indian commodity markets – current status and future prospectus Role of banks and warehousing in commodity markets - Global commodity exchanges dealing with agricultural commodities. https://www.angelone.in/knowledge-center/commodities-trading/what-is-commodity-market	**(9 hrs)**
Unit 2	**Marketing of commercial and horticultural crops** Marketing of commercial crops: coffee, tea, rubber, tobacco, Arecanut, coconut, cotton, oilseeds, spices, jute - supply and demand. Marketing practices, market structure, marketing channels and price spread, organizations and institutions, Commodity Boards and their activities. Marketing of horticultural crops – Fruits, vegetables and flowers - demand, supply and utilization, marketing practices, NHB, NHM, APEDA. Role of commodity exchanges- difference between national and regional exchanges. Case study-1 Study of High value commodities https://www.fao.org	**(10 hrs)**
Unit 3	**Hedging and future trading risk** Meaning, benefits of hedging, role of hedgers, advantages of hedging to different stakeholders, difference between hedging and future trading. Risk	**(10 hrs)**

	-meaning and importance, types of risk, minimization of risk. Trading practices and rules of trading, role of futures markets in price determination. Trading strategies. Strategies using options to hedge risks, long and short positions. Organization of futures markets, major players in futures markets, role of SEBI as controlling authority. https://www.sebi.gov.in/	
Unit 4	**Market participants and Derivatives Market** Meaning and types of market participants – Hedgers, Speculators, Arbitragers. Derivatives market – meaning, functions and limitations. Types of derivatives - options, forward, futures and swaps. Factors influencing spot and futures markets. Pricing of futures. Operational mechanism of commodity markets. Settlement process and delivery mechanisms. Case Study- 2 Case Studies and Risk Management in Commodity Derivatives Trading http://www.jpmcc-gcard.com	**(10 hrs)**
Unit 5	**Regulatory Framework & Taxation aspect** Rules governing commodity derivatives exchanges; Intermediaries, Investor grievances and arbitration, Implications of taxes.	**(6 hrs)**

EXERCISES:

- Some cases of current scenario of real commodity market to supplement learning from the course.
- APMC Visits, Industrial Visits.
- GD on Global commodity exchanges dealing with agricultural commodities.
- Various Case Studies related to agricultural commodities and Assignments.

References

- **Agriculture futures &options: principles & strategies** by Purcell wd. 1991. Macmillan publications.
- **Chatnani Commodity markets-operations, instruments & applications, Indian commodity derivatives** by Indian institute of banking & finance, Macmilla.
- **The concise handbook of futures markets by** John wiley& sons Kaufman pj. 1986.
- **All about commodities from the inside out** by Wasendorfrr & mccafferty 1993. McGraw-Hill.
- **Commodity options: treading & hedging volatility in the world's most lucrative market**, Carley garner & Paul Britain
- USDA and FAO published guides for farmers.
- **Agriculture Futures &Option: Principles & strategies.** Purcell WD. 1991.Macmillan publications.
- **Note Book chatnani Commodity Markets – Operations, Instruments & Applications**. TMGH
- **Macmillan Indian Commodity Derivatives** by Indian Institute of Banking & Finance.
- **Understanding Indian Commodity Market** by Dr. Hanish Kumar Sinha
- **Guide To Indian Commodity Market** by Ankit Gala &Jitendra Gala

Websites for reference:

- www.fao.org
- www.enam.gov.in

Employability- 45%
Skill Development- 40 %
Entrepreneurship -15%

Course Title: Agriculture Procurement & Warehouse Management

Course Code	Course Title	Teaching Scheme Period / Week			Total Lectures of 60 min	Credits	Total Marks	Passing %	Minimum Marks for Passing
		Lecture L	Tutorial T	Practical P					
23MBAF402	Agriculture Procurement & Warehouse Management	3	0	0	45	03	100	40	40

COURSE OBJECTIVE:

- Understand procurement and Warehouse management strategies, processes and organizational concepts and their links to further areas of the logistics system in Agro based industry.
- Know where to collect information for planning or improving supply and stock keeping processes.
- Set requirements for supplier selection process and operate in procurement and Warehouse management.
- Appreciate the role of procurement plays in an organization.
- Understand why procurement is importance.
- Apply procurement theories in workplace and create adding value to the organization.

Course Outcomes:
After Completion of course students will be able to:

CO1: Understand the procurement procedures and warehouse management.
CO2: Understand inventory management system in the warehouse management.
CO3: Applying the different types of warehouses for storage.
CO4: Analyze the status of cold storage and its potential in India.
CO5: Evaluate the warehouse capacity and cost of storage.

MAPPING OF COURSE OUTCOMES (COS) WITH BLOOM'S TAXONOMY

CO	Description	Bloom's taxonomy		Units covered
		Level	Taxonomy	
CO1	Understand the procurement procedures and warehouse management.	2	Understanding	1
CO2	Understand inventory management system in the warehouse management.	2	Understanding	1&2
CO3	Applying the different types of warehouses for storage.	3	Applying	3
CO4	Analyze the status of cold storage and its potential in India.	4	Analyzing	4
CO5	Evaluate the warehouse capacity and cost of storage.	5	Evaluating	5

Mapping of CO's with PO's and PSO's (Agriculture Procurement & Warehouse Management)

Course outcomes	Program outcomes			Program Specific outcomes			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO$
CO1	H	M	L	H	L	H	M
CO2	H	L	M	M	L	H	M
CO3	H	L	M	M	M	H	L
CO4	M	H	L	L	M	M	H
CO5	L	H	M	M	L	H	M

L=Low; M=medium; H=high

COURSE OUTLINE:

Sr No	Topics	Lectures
Unit 1	**Introduction:** Introduce Procurement and Warehouse management Advance's in supply chains of agro based industry. Correlate the Procurement and Warehouse management with advance methods of supply chain management, The Basic methods for analysis and planning in procurement and Warehouse management, Strategic and operational procurement processes , Advantage and disadvantage of modern supply chain management, Static and dynamic stock-keeping and replenishment policies . https://apeda.gov.in/apedawebsite/	**(10 hrs)**
Unit 2	**Inventory Management Systems:** Define inventory management and warehouse management , Introduction of inventory management , Importance of Inventory Control in Procurement and Warehouse management ; Scope of Inventory Control, Types of Inventory management, Steps of inventory management in warehouse, Costs Associated with Inventory management , Inventory Control ,Forecasting Techniques, Material Requirement Planning, Manufacturing Planning (MRP-II), Just in Time (JIT), Work in Process Inventories, Finished Goods Inventories, General Management of Inventory, Spare Parts Inventories, Use of Computers in Inventory Management, Difference between inventory management and warehouse management. Case Study 1 Inventory Management Efficiency Analysis- A case study of an SME Company	**(10 hrs)**

	http://journal of physics: Conference Series	
Unit 3	**Procurement and Supply Management**: Strategic roles of procurement, Evaluation and purchasing through procurement, The Challenge of Purchasing and Supply Management in an organization ,Objectives and Organization for effective Purchasing and Supply Management, Status of procurement and supply chain management, Procedures and Information Flows, Quality Specification and Inspection, Supplier Selection and Management, Outsourcing, Supplier Relations, and Supply Chain Management, Price Determination and Legal Aspects of Purchasing, Global Supply Management https://fci.gov.in/	**(10 hrs)**
Unit 4	**Warehousing:** Status of warehouses in India, Warehousing: Importance and functions of storage. Types of Warehouses, Government Agencies for Warehouses in agriculture and food sector: FCI, Central Warehousing Corporation (CWC), State Warehousing Corporations (SWC's), Management of receipts and issue of materials from stores. Warehousing costs. Stock verification. Importance and functions of storage. Location & layout of stores, Evaluate the warehouse capacity: methods https://cewacor.nic.in/	**(10 hrs)**
Unit 5	**Cold Storage:** Importance of cold storages in the agriculture supply chain, Status of Cold storage and its potential in India, Storage of foods and Storage Conditions, Vapour absorption system (VAS), and Vapour compression system (VCS) , Types of cold storages, Structures of cold storages used for the agriculture goods, Strategies to estimation cost for the various capacities storages. Case Study 2 A case study of Bhusari Cold Storage http://www.coolingindia.in	**(5 hrs)**

Text Book:

1. Dr. R. Balakrishnan Supply Chain Management for Indian Agriculture
2. Logistics and Supply chain Integration – Ian Sadler – Sage – 2007

2) Reference Books:

- Managing Customer and Supplier Relationships – APICS module 3
- Philip B Sachary Managing and Global Supply Chain –, Larsen - Viva Books – 2000
– Joel D.Wisner, G.K. Leong, KeahPrinciples of Supply Chain Management – A Balanced Approach — Choon Tan – Cengage Learning – 2008
– K. Shridhara Bhat Supply Chain management– Himalaya Publishing – 2010
- Sunil Sharma Supply Chain Management — Oxford University Press – 2010
- Ian Sadler Logistics and Supply chain Integration– Sage – 2007

Employability- 50%
Skill Development- 35 %
Entrepreneurship -15%

Course Title: Food Laws & Regulations

Course Code	Course Title	Teaching Scheme Period / Week			Total Lectures of 60 min	Credits	Total Marks	Passing %	Minimum Marks for Passing
		Lecture L	Tutorial T	Practical P					
23MBAF403	Food Laws & Regulations	3	0	0	45	03	100	40	40

COURSE OBJECTIVE:

- Become familiar with government statutes and regulations that contribute to a safe, nutritious, and wholesome food Supply.
- Understand how technological, & social forces interact in the development of food law and regulation.
- Understand more about the law and Indian legal system: law principles in food safety and food regulation. Understand the differences and similarities between international and domestic food law and regulation.

Course Outcomes:

After Completion of course students will be able to:

CO1: Understand the food quality assurance practices.

CO2: Analyse the food quality with their different characteristics.

CO3: Applying different methods to determine food adulteration.

CO4: Understand the importance of FSSAI Act 2006 in the food safety.

CO5: Evaluate the food safety using different food regulations.

MAPPING OF COURSE OUTCOMES (COS) WITH BLOOM'S TAXONOMY

CO	Description	Bloom's taxonomy		Units covered
		Level	Taxonomy	
CO1	Understand the food quality assurance practices.	2	Understanding	1
CO2	Analyse the food quality with their different characteristics.	2	Analyse	1&2
CO3	Applying different methods to determine food adulteration.	3	Applying	3
CO4	Understand the importance of FSSAI Act 2006 in the food safety.	4	Understanding	4
CO5	Evaluate the food safety using different food regulations.	5	Evaluating	4& 5

Mapping of CO's with PO's and PSO's (Food Laws & Regulations)

Course outcomes	Program outcomes			Program Specific outcomes			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO$
CO1	H	M	L	H	L	H	M
CO2	H	M	L	M	L	H	L
CO3	M	L	H	M	L	H	L
CO4	H	M	L	H	M	H	L
CO5	L	H	M	M	L	H	M

L=Low; M=medium; H=high

COURSE OUTLINE:

Sr No	Topics	Lectures
Unit 1	**Importance of Food Quality Assurance:** Need for quality assurance, Quality Control of Raw and Processed Food Inspection and sanitation of food processing industry, Best practices for food quality assurance, Food Additives determination through quality assurance practices, Major functions of the quality assurance. https://www.pfionline.com/quality-assurance-in-food-industry/	**(9 hrs)**
Unit 2	**Food quality determination and Control:** Quality factors: appearance, texture and flavor, Appearance factors – size and shape, colour ad gloss, consistency, Textural Factors – measuring texture, texture changes, Flavour Factors – influence of colour and texture on flavor, Sensory Panels, Food – related hazards – biological hazards, chemical hazards, physical hazards, trace chemicals, Microbiological considerations in food safety, Food additives – preservatives, Food-borne diseases – chemical, microbial, toxicological, infections, intoxicants, naturally occurring toxicants Quality Testing of Food products and their raw material (shelf life, nutritional facts, toxicants, etc.) https://fssai.gov.in/food-laboratories.php?txtlabtype=1	**(8 hrs)**
Unit 3	**Food Adulteration:** Define food adulteration**,** Types of adulteration in various food products, Methods of food adulteration, Measures for their detection/ control, **Adulteration** and assuming the quality of food products to consumers, safety tips to avoid Adulteration, Quality Analysis Labs- analysis of raw & processed food products, Examples of food product with adulteration and their harmful effect, Prevention of food adulteration. https://fssai.gov.in/upload/uploadfiles/files/pfa-acts-and-rules.pdf	**(2 hrs)**

	Case Study-1 https://www.researchgate.net/publication/324678599_Case_Study_Saffron_Adulteration_Lets_Bunk_the_Saffron_Junk	
Unit 4	**Food Safety and Standards Act 2006 (**FSSA**) :** History of FSSAI, Time base genesis of FSSA, Highlighting features of FSSA, Establishment of FSSAI and execution protocol , Standard Regulation of FSSAI, Food Advisory Committee (FAC), Scientific panels and scientific committees, State food safety authority, Standards framed by FSSAI with respect to food, Food recall procedures, Tribunal, offences and penalties, Types of the licenses , General principles to be followed in the administration of FSSA. https://www.fssai.gov.in/cms/act-2006.php	**(8 hrs)**
Unit 5	**Food Safety and Standards Regulations for various Food Product's :**(Food or Health Supplements, Nutraceuticals, Foods for Special Medical Purpose, Functional Foods. Case Study-1 https://www.researchgate.net/publication/264820306_Food_safety_in_India_A_case_of_Deli_Processed_Food_Products_Ltd Case Study 2 Microsoft Word - FSSA bAckground paper_3.doc (indiaenvironmentportal.org.in)	**(5 hrs)**
Unit 6	**Enforcement & Control Agencies:** International, federal agencies Govt. agencies/ authorities, State govt. agencies, municipal authorities, Standard Authorities/ Licensing Agencies of Food Industry: BIS, GMA, ISO 9000, 9001, 22000, Hygiene, etc. HACCP, FDA Rules 1954,Maharashtra Prevention of Food Adulteration Rules 1967, AGMARK, WTO, WHO/FAO, Codex Alimentarius, Organic Food Production Act/Certification, APEDA, Food Labeling – nutrition facts, Grades, Standards, International rules, regulations, standards for export of food commodities	**(8 hrs)**
Unit 7	**Financing of Food Industry:** Small, Medium and Large scale industry Sources PMFME Scheme, PLISMBP Scheme, Pradhan Mantri Kisan Sampada Yojana (PMKSY).	**(5 hrs)**

RECOMMENDED READING:

- Hand Book On Food Safety & Standards Act, 2006 P.K. Das, Universal Law Publishers, New Delhi.
- The Prevention of Food Adulteration Act Professional Book Publishers New Delhi.
- Quality Control in Food Industry Vol.1 S.M. Herschdoerfer
- Food Labelling, Compliance, Review (4th Ed) James L. Summer
- Food Biodegradation & Preservation Gary & Tucker
- The BRC Global Standard for Food Safety: A Guide Ronkill

Employability- 35%
Skill Development- 45%
Entrepreneurship -25%

Course Title: IoT in Agriculture

Course Code	Course Title	Teaching Scheme Period / Week			Total Lectures of 60 min	Credits	Total Marks	Passing %	Minimum Marks for Passing
		Lecture L	Tutorial T	Practical P					
21MBAF404	IoT in Agriculture	3	0	0	45	03	100	40	40

Course Objectives:

- To understand the importance and application of IOT in agriculture, Agri-Food Business Management
- To understand the linkages of precision agriculture and sustainability via IOT platforms
- To know sources of data and it's integration with GIS, Remote Sensing tools for decision making
- To train students with basic spatial analysis skills for decision making using QGIS (Spatial Analysis)

Course Outcomes:

After Completion of course students will be able to:

CO1: Understand the importance and application of IOT in agriculture and Agri-Food Business Management

CO2: Analyse the linkages of precision agriculture and sustainability using IOT platforms.

CO3: Applying practical insights through case studies.

CO4: Applying overall steps needed in spatial analysis, getting secondary and primary data for decision making using IOTs.

CO5: Analysing the concept of strengthening of Agricultural Market Access with ICT and Digital Tools

CO6: Evaluating the sources of data for better planning via ICT / Digital Tools in Digital Agriculture.

MAPPING OF COURSE OUTCOMES (COS) WITH BLOOM'S TAXONOMY

CO	Description	Bloom's taxonomy		Units covered	
		Level	Taxonomy		
CO1	Understand the importance and application of IOT in agriculture and Agri-Food Business Management	2	Understanding	1	
CO2	Analyse the linkages of precision agriculture and sustainability using IOT platforms.	4	Analyse	1&2	
CO3	Applying practical insights through case studies.	3	Applying	3	
CO4	Applying overall steps needed in spatial analysis, getting secondary and primary data for decision making using IOTs.	3	Applying	4	
CO5	Analysing the concept of strengthening of Agricultural Market Access with ICT and Digital Tools	4	Analyse	5	
CO6	Evaluating the sources of data for better planning via ICT / Digital Tools in Digital Agriculture.	5	Evaluating	6	

Mapping of CO's with PO's and PSO's (Internet of Things for Agriculture)

Course outcomes	Program outcomes			Program Specific outcomes			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO$
CO1	H	L	M	M	L	H	M
CO2	M	H	L	M	M	H	L
CO3	L	H	M	H	L	M	L
CO4	M	H	L	M	L	H	L
CO5	M	H	L	H	M	H	L
CO6	L	H	M	M	L	H	M

L=Low; M=medium; H=high

Course Outline

Sr No	Topics	Lectures
Unit 1	**Overview of Digital Agriculture** ICTs and digital technologies used in agriculture ; Mobile phones and technologies on agriculture development ; ICT tools for efficient governance in agriculture sector ; ICT tools for efficient agriculture extension. Case Study (Article) 1 : Special report: The Internet of Things for Precision Agriculture (IoT4Ag) Cherie R. Kagan; David P. Arnold; David J. Cappelleri; Catherine M. Keske ; Kevin T. Turner https://doi.org/10.1016/j.compag.2022.106742	**(7 hrs)**
Unit 2	**IOT for sustainable agriculture** ICT and Digital Tools for Enhancing Productivity on the Farm ; The Internet of Things: The value chain ; Sustainability ; System Thinking ; Entrepreneurship using IOT for sustainable agriculture ; [example : CropData https://cropdata.in/products.html] Case Study 2 : Agri-BIGDATA: A smart pathway for crop nitrogen inputs GuijunYang; Yanbo Huang; Chunjiang Zhao https://doi.org/10.1016/j.aiia.2020.08.001	**(6 hrs)**

Unit 3	**Empowering Smallholder Farmers through ICT/Digital Tools** ICT for agriculture productivity at farm level ICT tools for better agriculture policy and strategies Digital connectivity at Farmer Producer Organization's (FPOs) Level Case Study 3 : How farmer videos trigger social learning to enhance innovation among smallholder rice farmers in Uganda G. Karubanga, P. Kibwika, F. Okry & H. Sseguya https://doi.org/10.1080/23311932.2017.1368105	**(5 hrs)**
Unit 4	**Strengthening Agricultural Market Access with ICT and Digital Tools** Access to information and digital tools for better decision making about the market, location,inputs, etc in agriculture; Agriculture E-Market places like MarketMirachi https://marketmirchi.com/ Case Study 4 : A study on the digitization of supply chains in agriculture - an Indian experience . Suresh Kumar Mudda; Chitti B Giddi; Murthy PVGK https://doi.org/10.17700/jai.2017.8.1.287	**(6 hrs)**
Unit 5	**Using ICT for Remote Sensing and GIS in Agri-Business and Food Management** Precision Agriculture ; Digital Tools and equipment used for precision agriculture ; GIS and Remote Sensing Basics and its application in Agribusiness. Practical application via case studies using QGIS software. Case Study : 5 Satellite based Technologies as Key Enablers for Sustainable ICT-Based Agricultural Production Systems **Dionysis Bochtis** https://doi.org/10.1016/j.protcy.2013.11.002	**(10 hrs)**
Unit 6	**Sources of data for Digital Agriculture** Sources of data from satellite data ; Sources of data from government surveys ; Primary Sources of data ; Integration of Primary and Secondary sources of data for better planning via ICT / Digital Tools	**(6 hrs)**

Exercises:
Assignments, Case Studies

Text Books:

Internet of Things (IOT) Enabled Automation in Agriculture
By Rajesh Singh · 2018

Recommended Readings:
Innovation in Agriculture with IoT and AI
Suchismita Satapathy, Debesh Mishra, Arturo Realyvásquez Vargas

New Developments of IT, IoT and ICT Applied to Agriculture
Proceedings of ICAIT 2019
Kazumi Nakamatsu, Roumen Kountchev, Ari Aharari, Nashwa El-Bendary, Bin Hu

Employability: 35
Skill Development: 50
Entrepreneurship: 15

Dissertation Guidelines

Sr. No	Course Code	Course Name	Credits	L	T	P
CC:4	23MBAC404	Capstone Project – Dissertation	6	0	0	6

Objectives of Dissertation:

1. To develop analytical skills
2. To test the independent research skills
3. To identify relevant information
4. To interpret data and information
5. T enhance presentation skills
6. To enhance communication skills

Total Credit Course: A Dissertation is a full credit course with 6 Credits in MBA IVth Semester

Dissertation:

In MBA Semester IV the student shall work under the supervision of the Faculty and carry out a dissertation and submit a structured report in THREE hard copies & one soft copy (CD). In the interest of environmental considerations, students are encouraged to print their dissertation reports on both faces of the paper.

The student is required to conduct advanced research on a topic related to one (or more) of contemporary issues in management. The topic is chosen in consultation with the student's supervisor.

The student will prepare and present a detailed research proposal prior to starting the work. It is mandatory for the student to seek advance written approval from the faculty guide and the Director of the Institute about the topic before commencing the dissertation work. A dissertation outlining the entire problem, including a survey of literature and the various results obtained along with their solutions is expected to be produced. The student must submit the completed dissertation and make an oral presentation of the same. Through the dissertation, the student is expected to furnish evidence of competence in understanding varied aspects of the theme/topic selected and a deep understanding of the specialty area. The completion of the dissertation / project shall be certified by the Faculty Guide & approved by the Director of the Institute.

There will be concurrent internal evaluation for 50 marks and external evaluation of 120

marks. Black Book submission in proper format for 30 marks.

The student can undergo desk research or field research and can follow the guidelines mentioned in the SIP for preparation of their final hard copy.

Guidelines:

1. The students should submit two copies of their project report as a Black Book in hard bound golden embossed format to the institute on or before 31st of March
2. The matter should be typed on A-4 size paper with Times New Roman font of size 12 points, with a spacing of 1.5 pts, between the lines.
3. A margin of 1.5' at the left and 1.0' to the right should be kept. A margin of 1.0' at the top and bottom should be kept
4. No headers and footers should be used
5. The matter should be printed in black ink only. Color ink for graphs and charts can be used
6. The report should be printed on plain white paper. No company stationery should be used. Logo, brands of the company etc. should not be displayed in the report.
7. Each chapter should begin on a new page
8. The pages should be numbered at the middle of the bottom page
9. The index should contain the name of the chapter and the page number
10. Projects not adhering to the guidelines will not be accepted

The Panel shall comprise of 2 Faculty members, Internal & External Evaluator (One who has guided the student and the other appointed by MIT ADT University).

The Project Report should be well documented and supported by,

Project Title Certificate

a) College Certificate
b) Company Certificate
c) Declaration
d) Acknowledgement
e) Index

List of the Table List of the graph Chapter

1) Introduction
2) Objectives of the Study
3) Research Methodology

i) Primary Data
ii) Secondary Data
iii) Sampling
iv) Scope of the Study

4) Theoretical background of the Studies
5) Data analysis & Interpretation
6) Findings
7) Suggestions & Recommendation
8) Conclusion
9) Bibliography

Appendix/Annexure

Standard format of Bibliography:-

(for example)

Book - Author surname first (year of publication), Name of publisher, page nos.

Journal Article - Author surname first (Year of publication), Name of publisher, page nos

Electronic Journal Article From a Database - Author surname first (year of publication), Name of publisher, page nos,

Name of database Electronic Journal Article (print version) - Author surname first (year of publication), Name of publisher, page nos Website www._____

Assessment & Evaluation:

- A total 200 marks will be allotted for assessment
- The institute shall conduct a viva voce for evaluation
- Based on the evaluation parameters marks will be awarded –
- Power point presentation & Viva voce is mandatory

MBA Value Addition Certificate Courses

Value added and University Credit Courses – Semester IV						
UCC/VAC	**Course Code**	**Course Name**	**Credits**	**L**	**T**	**P**
VAC:1	23VAC401	ERP-SAP	3			
CERT:1	-	NPTEL Swayam Course Certification	-			

Syllabus

Course Title: ERP – SAP

Course Code	Course Title	Teaching Scheme Period / Week			Total Lectures of 60 min	Credits	Total Marks
		Lecture L	Tutorial T	Practical P			
23 VAC401	ERP-SAP	1	0	2	30	-	-

COURSE OBJECTIVES

The objectives of this Course are

1. To provide a contemporary and forward-looking on the theory and practice of
1. Enterprise Resource Planning Technology.
2. To focus on a strong emphasis upon practice of theory in Applications and Practical oriented approach.
3. To train the students to develop the basic understanding of how ERP enriches the business organizations in achieving a multidimensional growth.
4. To aim at preparing the students technological competitive and make them ready to self-upgrade with the higher technical skills.

COURSE OUTCOMES

After completing this course, student will be able to

1. Make basic use of Enterprise software, and its role in integrating business functions
2. Analyze the strategic options for ERP identification and adoption.
3. Design the ERP implementation strategies.
4. Create reengineered business processes for successful ERP implementation.

5. Course Title: SAP Sales and Distribution (SD)

Sr. No.	Topic	Lectures
Unit 1	**Basic Conceptual Foundations for ERP:** ERP Overview, Need of ERP, Characteristics of ERP. **SAP Overview:** SAP History, Modules in ERP, Architecture of an SAP, System Navigation (Demo) - SAP Logon pad, Standard toolbar, create multiple sessions in SAP, end a session, save/delete transactions in favourite folder, Display transaction technical names in favourite folder, Logoff to SAP System	5 Hrs
Unit 2	**Sales and Distribution: Enterprise Structure:** Organizational Structures in SAP SD.	3 Hrs
Unit 3	**Sales and Distribution Process Overview:** Overview of the Process Chain in Sales Order Processing, Presales activities, Order Processing Procurement, Delivery, Billing Payment, Sales Order Processing Inventory Sourcing, Shipping: Overview, Billing, Payment: Overview.	4 Hrs
Unit 4	**Sales and Distribution: Master Data:** Working with Customer Master Data and Material Master Data, Customer – Material Info Record, Condition Master Data – Pricing, Incompletion Log, Output Master Data	4 Hrs
Unit 5	**Sales and distribution – Make to Order:** Pre Sales – Make to Order, Sales order Processing – Make to order, Inventory Sourcing – Make to order, Shipping Process – Make to order.	4 Hrs
Unit 6	**Sales and Distribution - Complaint Processing:** Complaint Processing, Shipping – Compliant Processing, Billing – Compliant Processing, Credit memo – Request, Returns, Invoice Correction Requests.	4 Hrs
Unit 7	**Consignment:** Consignment Fill up, Consignment Pick-up, Returns delivery.	3 Hrs
Unit 8	**Reports:** List and Reports in Sales and Distribution, Sales Information System	3 Hrs

Course Title: SAP Financial Accounting

Sr. No.	Topic	Lectures
Unit 1	**Basic Conceptual Foundations for ERP:** ERP Overview, Need of ERP, Characteristics of ERP. **SAP Overview:** SAP History, Modules in ERP, Architecture of an SAP, System Navigation (Demo) - SAP Logon pad, Standard toolbar, create multiple sessions in SAP, end a session, save/delete transactions in favourite folder, Display transaction	3 Hrs

	technical names in favourite folder, Logoff to SAP System	
Unit 2	**Basics:** Organizational Units, Variant Principle, Fiscal Year, Currencies.	**2 Hrs**
Unit 3	**Master Data:** General Ledger Accounts, Vendor /Customer Master, Bank Master, Asset Master.	**3 Hrs**
Unit 4	**Document /Posting Periods:** Document Structure, Posting Periods, Posting Authorizations, Simple Documents in Financial Accounting, Payment Terms and Cash Discounts	**3 Hrs**
Unit 5	**Clearing:** Clearing Open Items, Incoming and Outgoing Payment, Payment Differences	**3 Hrs**
Unit 6	**Special G/L Transactions / Cash Journal:** Application Area for Special G/L Transactions, Configuration of Special G/L Transactions, Cash Journal Configuration, Cash Journal Transaction	**3 Hrs**
Unit 7	**Basic of Document Parking:** Basics of Document Parking Versus Hold Parking, Parking Documents & Processing Parked Documents	**3 Hrs**
Unit 8	**Automatic Payment Program & Dunning Program:** Payment Run Overview. Running the Payment Program, Automating the Payment Program, Dunning Run Overview.	**3 Hrs**
Unit 9	**Financial Statements & Correspondence:** Financial Statements, Balance Confirmation.	**2 Hrs**
Unit 10	**Asset Accounting:** Organizational Structure of Asset, Introduction to Asset Classes, Depreciation Areas, Master Data for Asset Class, Asset Transactions, Periodic Processing for Asset.	**3 Hrs**
Unit 11	**Periodic Processing:** Month – End Activities, Year – End Activities	**1 Hrs**
Unit 12	**Reports:** List and Reporting in SAP FI	**1 Hrs**

Course Title: SAP Human Capital Management (HCM)

Sr. No.	Topic	Lectures
Unit 1	**Basic Conceptual Foundations for ERP:** ERP Overview, Need of ERP, Characteristics of ERP. **SAP Overview:** SAP History, Modules in ERP, Architecture of an SAP, System Navigation (Demo) - SAP Logon pad, Standard toolbar, create multiple sessions in SAP, end a session, save/delete transactions in favorite folder, Display transaction technical names in favorite folder, Logoff to SAP System.	**8 Hrs**
Unit 2	**Organization Management:** Display OM objects, Display organization	**7 Hrs**

	structure in SAP, create organization units, maintain organization unit objects, how to switch from display to maintain objects, How to find the chief of an organization unit, Create Positions, Create Jobs, Maintain Relationships, Assignment of holder with Position	
Unit 3	**Personnel Administration:** How to display an employee's master data, maintain an employee's master data, Change Employee address in SAP, Introduction to Info Types, how to hire an employee in SAP, run an action on an existing employee like transfer or change in position, copy an existing info type record to create a new record, How to delimit an info type record, display info type data, pull info type records, changing records, delete lock entries	**6 Hrs**
Unit 4	**Payroll Run:** Introduction of T-Codes, Table View, Payroll Period, Payroll Control Record, Payroll run in simulation, live payroll run, payroll area, display of payroll run, payroll area, payroll result.	**5 Hrs**
Unit 5	**Reports:** Payroll related reports, Salary Register, PA related Reports, OM Related reports,	**4 Hrs**

Course Title: SAP Supply Chain Management (SCM)

Sr. No.	Topic	Lectures
Unit 1	**Basic Conceptual Foundations for ERP:** ERP Overview, Need of ERP, Characteristics of ERP. **SAP Overview:** SAP History, Modules in ERP, Architecture of an SAP, System Navigation (Demo) - SAP Logon pad, Standard toolbar, create multiple sessions in SAP, end a session, save/delete transactions in favorite folder, Display transaction technical names in favorite folder, Logoff to SAP System	**5 Hrs**
Unit 2	**SAP Supply Chain Management Overview:** Supply Chain Management overview, concepts. Logistics and Materials Management: Evolution, Scope and Objectives, Interface with Other Functions, Objectives, Components of Supply Chain Management, Product Flow, Information Flow, Finance Flow, Objectives, Components, Significance, Trade off, Customer Service and Cost, Outlining the Core Processes of SAP Supply Chain Management	**5 Hrs**
Unit 3	**Supply Chain Planning:** Modeling a Supply Chain**,** Outlining Demand Planning**,** Performing Demand Planning, Outlining Supply Network Planning, Outlining Production Planning and Detailed Scheduling, Performing Production Planning and Detailed Scheduling	**4 Hrs**
Unit 4	**Supply Chain Execution:** Outlining External Procurement, Performing External Procurement, Outlining Manufacturing, Performing Manufacturing, Outlining the Sales and Distribution	**4 Hrs**

	(S&D) and Logistics Execution (LE) Applications, Performing Sales and Distribution and Logistics Execution, Outlining Radio-Frequency Identification	
Unit 5	**Distribution of Material:** Importance and Role of Distribution in Marketing, Introduction to various channels of Distribution, Modes of Transportation, Warehousing and Inventory Decisions, Sales Promotion, Advertising, Personal Selling, Direct Marketing and Online Marketing	**4 Hrs**
Unit 6	**Introduction to Sales and Distribution:** Organizational units, Definition of Organizational Elements, Assignment of Organizational Elements, Customer Master Data, Material Master Data, Condition Master Data, Customer Material Info Record, Output etc. **Processes in Sales and Distribution** Inquiry, Quotation, Standard Sales Order	**4 Hrs**
Unit 7	**Reports:** Quality Control, Outbound Logistics Control, Production Control, Inbound Logistics Control	**4 Hrs**

Course Title: SAP Analytics Cloud Training (SAC)

Sr. No.	Topic	Lectures
Unit 1	**Introduction to SAP Analytics Cloud** **Overview and Positioning** Demonstrating the Benefits of SAP Analytics Cloud SAP Analytics Cloud Architecture Overview SAC vs Other BI Tools Benefits & Core Functionalities of SAC SAP Analytic Cloud Client Tools and Importance Logging into SAP Analytics Cloud (SAC) Overview of Connections	**7 Hrs**
Unit 2	**Fundamentals of Modeling and Data Wrangling** **Performing Basic Modeling and Data Acquisition** What is MODEL Components of MODEL Working with Dimension and Classification Configuring Geo-Dimension Working with Measures, Working with Transformations, Working with Variables	**7 Hrs**
Unit 3	Modifying Data with Data Wrangling Improving Models with Hierarchies Modeling Hierarchies and Calculations	**5 Hrs**

Unit 4	**Building Stories and Visualizations** Designing SAC Stories Working with Standard Templates, Working with Canvas-Responsive & Grid Modes Working with Designer (Builder Panel, Styling Panel)	**4 Hrs**
Unit 5	**Filters in SAC** Query Level Filters, Story Level Filters, Page Level Filters Widget Level Filters, Advanced Filters, Linked Analysis Hyperlinking, Conditional Formatting, Customizing Measures Customizing Dimensions, Data Blending, Working with Chart Widget Working with Table Widget, Working with Geo Map Widget,	**5 Hrs**
Unit 6	**End-to-End Hands-On Reports** Sales Overview Dashboard Waste Management Dashboard	**2 Hrs**

RECOMMENDED TEXT BOOK

1. Enterprise Resource Planning – Alexis Leon – Second Edition – TMH

REFERENCE BOOKS

1. ERP in practice – Vaman – TMH
2. Daniel E.O'Leary, Enterprise Resource Planning Systems, Cambridge University Press, 2002.
3. Ellen Monk, Bret Wagner, Concepts in Enterprise resource planning, Cengage learning, Third edition, 2009

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