

**SYLLABUS**  
**B.Sc. (Ag.) & MBA**  
**(Agri-business) Integrated**  
**Degree Programme**  
**VIII Semester**

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# B.Sc. (Ag.) & MBA (Agri-business) Integrated Degree Programme

## VIII Semester

ABM-521 Principles of Management and Organization Behaviour Credit 3(3+0)

### Objective:

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

### Contents:

#### UNIT I

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

#### UNIT II

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

#### UNIT III

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

#### UNIT IV

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

#### UNIT V

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

### Suggested Readings:

1. Fred Luthans 1998. *Organizational Behavior*. Tata McGraw Hill.
2. Harold Koontz & Keing Weighhrich. *Essentials of Management*. McGraw Hill.
3. John W Newstrom & Keith Davis. 1997. *Human Behaviour at Work*. Tata McGraw.
4. Robert C Appleby. 1997. *Modern Business Administration*. Macmillan India.
5. Stephen P Robbins 2007. *Organizational Behaviour*. Prentice Hall.
6. Stoner James AF. 2005. *Management*. Pearson Edu.

ABM-522

**Agribusiness Environment and Policy**

**Credit 2(2+0)**

**Objective:**

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

**Contents:**

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

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

**UNIT V**

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

**Suggested Readings:**

1. Adhikary M. 1986. *Economic Environment of Business*. S. Chand & Sons.
2. Aswathappa K. 1997. *Essentials of Business Environment*. Himalaya Publ.
3. Francis Cherunilam 2003. *Business Environment*. Himalaya Publ.

ABM-523

**Managerial Economics**

**Credit 3(3+0)**

**Objective:**

To familiarize the students with the fundamental economic concepts and principles in the context of managerial decision making.

**Contents:**

**UNIT I**

Scope of managerial economics, objective of the firm and basic economic principles; mathematical concepts used in managerial economics.



## UNIT II

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

## UNIT III

Production, cost and supply analysis- production function, least-cost input combination, factor productivities and returns to scale, cost concepts, cost-output relationship, short and long-run supply function.

## UNIT IV

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

## UNIT V

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

### Suggested Readings:

1. Baumol WJ. 1980. *Economic Theory and Operations Analysis*. Prentice Hall of India.
2. Craig PH & Chris LW. 1996. *Managerial Economics*. Prentice Hall of India.
3. DernbergTF. et. al. 1986. *Macro Economics: Concepts, Theories and Policies*. McGraw Hill.
4. Dwivedi DN. 2002. *Managerial Economics*. Vikash Publ.
5. Gupta GS. 1997. *Managerial Economics*. Tata McGraw Hill.
6. Koutsoyiannis A. 1989. *Modern Micro Economics*. Mac Millan Press.

ABM-524

Managerial Accounting and Control

Credit 2 (1+1)

### Objective:

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

### Contents:

#### UNIT I

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

#### UNIT II

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

#### UNIT III

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



#### UNIT IV

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

#### UNIT V

Responsibility Accounting- Its Meaning and Significance, Cost, Profit and Investment Centres, Accounting for Price Level Changes- Concepts, CPP and CCA Methods. Budget and Budgetary Control- Its Meaning, Uses and Limitations, Budgeting and Profit

Planning, Different Types of Budgets and their Preparations, Sales Budget, Purchase Budget, Production Budget, Cash Budget, Flexible Budget, Master Budget, Zero Based Budgeting.

#### Suggested Readings

1. Horngren. 2008. *Introduction to Financial Accounting*. 8th Ed. Pearson Edu.
2. Khan MY & Jain PK. 2004. *Management Accounting*. Tata McGraw Hill.
3. Maheshwari SN & Maheshwari SK. 2003. *Financial Accounting*. 3rd Ed. Vikas Publ.House.

**ABM-525**

**Consumer Behaviour**

**Credit 2 (2+0)**

#### Contents

##### UNIT

Introduction to Consumer Behaviour- Consumer Behaviour and Marketing Strategy, Understanding consumers and market segments. Evolution of Consumer Behaviour, Consumer analysis and business strategy. Social and Cultural Environment Economic, Demographic, Cross Cultural and Socio-Cultural Influences, Social Stratification, Reference Groups and Family Influences, Personal influence.

##### UNIT 2

Psychological Foundations of Consumer Behaviour - Consumer Motivation, Consumer Perception, Personality and Consumer Behaviour, Learning and Behaviour Modification, Information Processing, Memory Organisation and Function, Attitude Formation and Attitude Change.

##### UNIT 3

Communication and Consumer Behaviour - Components of communications process, designing persuasive communication and Diffusion of Innovations. Consumer Decision Processes - High and Low Involvement, Pre-purchase Processes, Purchase, Post Purchase processes, Consumption and evaluation, Brand Loyalty and Repeat Purchase Behaviour.

##### UNIT 4

Models of Buyer Behavior, Howard Model, Howard-Sheth Model, EKB Model, Webster and Wind Model and Sheth Industrial Buyer Behaviour Model. Consumerism: The roots of consumerism, consumer safety, consumer information, environmental concerns, consumer privacy, legislative responses to consumerism and marketer responses to consumer issues.

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## UNIT 5

Consumer Protection: Consumer Protection Act 1986, Central consumer protection council, state consumer protection councils, consumer disputes redressal agencies, consumer disputes redressal forum, National Consumer Disputes Redressal Commission.

### Suggested Readings:

1. Hawkins, Best, Coney, Consumer Behaviour, 8/e, TMH, New Delhi, 2002.
2. Kumar: Conceptual Issues in Consumer Behavior : The Indian Context, Pearson Education, New Delhi, 2003
3. Jay D Lindquist and M Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, Second, 2003.
4. David L Loudon and Albert J Della Bitta, Consumer Behaviour, 4/e, TMH, New Delhi, 2002.
5. Schiffman, L.G and Kanuk L.L Consumer Behaviour, 8/e, Pearson Education, New Delhi, 2003.
6. Roger D. Black Well et al, Consumer Behaviour, 9/e Thomson, New Delhi, 2002
7. K.K.Srivastava, Consumer Behaviour, Galgotia Publishing Co. New Delhi, 2003.
8. Henry Assael, Consumer Behaviour, 6/e, Thomson, New Delhi, 2001
9. Michael R. Solomon, Consumer Behaviour, 5/e, PHI, New Delhi, 200

## ABM-526 Agricultural Marketing Management

Credit 2(2+0)

### Objective

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

### Contents

#### UNIT I

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

#### UNIT II

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

#### UNIT III

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

#### UNIT IV

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

#### UNIT V

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

#### Suggested Readings:

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

ABM-527

Management Information Systems

Credit 2(2+0)

#### Objective

The objective of this course is to develop an understanding and utility of MIS. The focus will be on imparting knowledge of the basic concepts, development, functions and usage of MIS.

#### Contents:

##### UNIT I

The concept of MIS – Definition, importance, Course Objective, prerequisites, advantages and challenges; Information Needs of organization, MIS and Decision – Making.

##### UNIT II

Types/Classification of Information System for organizations – Office Automation Systems, Transaction Processing Systems, Decision Support System, Executive Support System, Knowledge Based Expert System.

##### UNIT III

Applications of MIS in the areas of Human Resource Management, Financial Management, Production/Operations Management, Materials Management, Marketing Management.

##### UNIT IV

Development of MIS for an organization – The concept and stages of System Development Life Cycle.

##### UNIT V

Information Technology– concept, applications, advantages and prerequisites, Choice of Information Technology, Social and Legal Dimension of IT.

#### \* Suggested Readings:

1. James O'Brien 1999. *Management Information System*. Tata McGraw-Hill. Laudon & Laudon. 2003.
2. Management Information System. Pearson Edu.

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ABM-528

## Operational Research

Credit 2(2+0)

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### Objective:

The objective of this course is to acquaint the learner with the applications of some important Operations Research techniques. Focus will be on understanding the use of these techniques in solving business problems.

### Contents:

#### UNIT I

Linear Programming: Objective, Assumptions, Formulation of Linear Programming Problem, Graphic Method, Simplex method, Transportation and Assignment Problems.

#### UNIT II

Inventory control Models: Costs Involved in Inventory Management, Types of Inventory, Economic Order Quantity (EOQ) Model, Continuous Review (Q) System, Periodic Review (P) System, Hybrid System, Simulation.

#### UNIT III

Waiting Line Models: Waiting Line Problem, Characteristics of a Waiting-Line System, Single-Channel Model, Multiple-Channel Model, Constant-Service Time Model, Finite Population Model, Sequencing and Replacement models.

#### UNIT IV

Decision making under Risk and uncertainties, Decision problem, Maximax Criterion, Maximin criterion, Minimax Regret Criterion, Laplace Criterion, Pay off Tables, Decision Trees, Expected Value of perfect Information.

#### UNIT V

Game Theory - Two -Person Zero-Sum Game, Simulation, Network analysis – PERT & CPM.

### Suggested Readings:

1. Cook TM & Russell RA. 1989. *Introduction to Management Science*. Prentice Hall.
2. Taha HA. 2005. *Operations Research - An Introduction*. Prentice Hall.
3. Vohra ND. 2006. *Quantitative Techniques in Management*. McGraw Hill.
4. Wagner HM. 2005. *Principles of Operation Research*. Prentice Hall.

ABM-529

## Rural Marketing

Credit 2(2+0)

### Objective:

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

### Contents:

#### UNIT I

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



## UNIT II

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

## UNIT III

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

## UNIT IV

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

## UNIT V

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

### Suggested Readings

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

### ABM-501 Sales and Distribution Management Marketing

Credit 2( 2+0)

#### Contents

##### UNIT 1: Introduction

Meaning and objectives of sales management, responsibilities of sales manager; role of sales manager as leader of sale force, sales management and marketing management relationship

Organization of the Sales Department:

Objectives; determination of functions; types of sales organizational structures; sales department's relations with other departments

##### UNIT 2: Salesmanship

Meaning, scope, importance and limitations; prospecting; process of selling; focus on customer satisfaction and building seller customer relationship

##### UNIT 3: Sales Force Management

Quantitative and qualitative planning of sales force; recruitment and selection; training, motivation, compensation; appraisal of performance and promotion; direction and control of sales force

##### UNIT 4: Sales Territories and Quotas

Establishing territories; assigning territories; reasons for selling and using quotas; types of quotas and quota selling procedures; administering the quota system Sales Promotion Techniques: Consumer oriented techniques; salesman oriented techniques; dealer oriented techniques, government department oriented techniques.