



स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ

नांदेड— ४३१६०६ (महाराष्ट्र)

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY  
NANDED-431606, MAHARASHTRA STATE, INDIA.

Established on 17th September 1994 - Recognized by the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'A' Grade



## ACADEMIC (1-BOARD OF STUDIES) SECTION

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वाणिज्य व व्यवस्थापन विद्याशाखेतील  
B.B.A. I Year (I & II Sem.)  
(Agricultural Business  
Management) या विषयाचा (सी.बी.  
सी.एस.) पॅटर्नचा अभ्यासक्रम शैक्षणिक  
वर्ष २०१९-२० पासून लागू करण्याबाबत.

### प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक १४ जून २०१८ रोजी संपन्न झालेल्या ४१व्या मा. विद्या परिषद बैठकीतील ऐनवेळचा विषय क्र.८/४१-२०१८ च्या ठरावानुसार प्रस्तुत विद्यापीठाच्या संलग्नित महाविद्यालयांतील वाणिज्य विद्याशाखेतील पदवी स्तरावरील खालील विषयाचा C.B.C.S. (Choice Based Credit System) Pattern चा अभ्यासक्रम शैक्षणिक वर्ष २०१९-२० पासून लागू करण्यात येत आहे.

#### 1. B.B.A. I Year I&II Semester (Agricultural Business Management)

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या [www.srtmun.ac.in](http://www.srtmun.ac.in) या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

'ज्ञानतीर्थ' परिसर,  
विष्णुपुरी, नांदेड — ४३१ ६०६.  
जा.क्र.: शैक्षणिक-०१/परिपत्रक/पदवी-सीबीसीएस अभ्यासक्रम/  
२०१९-२०/१३६

दिनांक : २२.०६.२०१९.

स्वाक्षरित/—  
**उपकुलसचिव**  
शैक्षणिक (१-अभ्यासमंडळ विभाग)

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, परिक्षा व मंल्यमापन मंडळ यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- ३) प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ४) उपकुलसचिव, पदव्युत्तर विभाग, प्रस्तुत विद्यापीठ.
- ५) साहाय्यक कुलसचिव, पात्रता विभाग, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

## **Bachelor of Business Administration (Agricultural Business Management)**

BBA in Agribusiness Management is a 3 year long full- time course divided into 6 semesters, with each semester lasting a period of 6 months, and covering the many facets of food production worldwide. While some variation exists from one program to the next, aspiring candidates can anticipate a strong focus on Mathematics, the Natural Sciences and Biology, besides a broad, business-based education on subjects such As Global Economics, Finance, Sales and Land Management.

### **BBA in Agribusiness Management: Course Highlights**

Course Level	Under Graduate
Duration	3 years
Examination Type	Semester System
Eligibility	10+2 (Any faculty)
Admission Process	Counseling after taking entrance examination or direct admission

### **Summary of Credit System for BBA (ABM)**

Semester	No. of Periods per week	Total Credit in the Semester	Total Credit
BBA Semester I	28	21	21
BBA Semester II	28	21	21
BBA Semester III	35	26	26
BBA Semester IV	35	26	26
BBA Semester V	31	23	23
BBA Semester VI	31	23	23
<b>Total</b>			<b>140</b>

### **BBA (ABM) Mark Distribution**

Class	Internal	University Exam	Total
BBA Semester I	245	280	525
BBA Semester II	245	280	525
BBA Semester III	305	345	650
BBA Semester IV	305	345	650
BBA Semester V	270	305	575
BBA Semester VI	270	305	575
<b>Total</b>			<b>3500</b>

**SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED**

Vishnupuri, Nanded - 431606

**COURSE STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

Choice Based Credit System (CBCS)

SYLLABUS w.e.f. ACADEMIC YEAR 2018-19

<b>BBA I Year (Semester I)</b>								
<b>Paper No.</b>	<b>Name of the Paper</b>	<b>Course No.</b>	<b>Lecture / Week</b>	<b>Total Periods</b>	<b>Continuous Assessment (CA)</b>	<b>End of Semester Exam.(ESE)</b>	<b>Total Marks</b>	<b>Total Credit</b>
I	Agro-Techniques of Principal Field Crops- I (Kharif)	CORE-1A	4	54	35	40	75	3
II	Principles of Management and Agribusiness	CORE-2A	4	54	35	40	75	3
III	Marketing Institutions and Organizations	CORE-3A	4	54	35	40	75	3
IV	Agriculture Managerial Accounting	CORE-4A	4	54	35	40	75	3
V	Business Communication-I	AECC-1	4	54	35	40	75	3
VI	Business Environment-I	AECC-2	4	54	35	40	75	3
<b>Opt. Any one as Discipline Specific Elective of the following</b>								
VII.1	Agro Tourism	DSE-1A	4	54	35	40	75	3
VII.2	High-tech Horticulture	DSE-1B	4	54	35	40	75	3
<b>Total</b>			<b>28</b>	<b>378</b>	<b>245</b>	<b>280</b>	<b>525</b>	<b>21</b>

<b>BBA I Year (Semester II)</b>								
<b>Paper No.</b>	<b>Name of the Paper</b>	<b>Course No.</b>	<b>Lecture/ Week</b>	<b>Total Periods</b>	<b>Continuous Assessment(CA)</b>	<b>University Assessment (UA)</b>	<b>Total Marks</b>	<b>Total Credit</b>
VIII	Agro-Techniques of Principal Field Crops- II (Rabi)	CORE-1B	4	54	35	40	75	3
IX	Production management of horticultural crops I	CORE-2B	4	54	35	40	75	3
X	Agro-processing Management	CORE-3B	4	54	35	40	75	3
XI	Principles of Agriculture Marketing Management	CORE-4B	4	54	35	40	75	3
XII	Business Communication-II	AECC-3	4	54	35	40	75	3
XIII	Business Environment-II	AECC-4	4	54	35	40	75	3
<b>Opt. Any one as Discipline Specific Elective of the following</b>								
XIV.1	Food safety and standards	DSE-2A	4	54	35	40	75	3
XIV.2	Retail Management	DSE-2B	4	54	35	40	75	3
<b>Total</b>			<b>28</b>	<b>378</b>	<b>245</b>	<b>280</b>	<b>525</b>	<b>21</b>

<b>BBA II YEAR (III SEMESTER)</b>								
<b>Paper No.</b>	<b>Name of the Paper</b>	<b>Course No.</b>	<b>Lecture / Week</b>	<b>Total Periods</b>	<b>Continuous Assessment (CA)</b>	<b>End of Semester Exam. (ESE)</b>	<b>Total Marks</b>	<b>Total Credit</b>
XV	Structure and Dynamics of Indian Agriculture	CORE-5A	4	54	35	40	75	3
XVI	Human Resource Management and development in agriculture	CORE-6A	4	54	35	40	75	3
XVII	Financial Management in Agribusiness	CORE-7A	4	54	35	40	75	3
XVIII	Production management of horticultural crops II	CORE-8A	4	54	35	40	75	3
XIX	Agricultural and Natural Resource Economics	CORE-9A	4	54	35	40	75	3
XX	Agro-based industrialization	CORE-10A	4	54	35	40	75	3
XXI	Organisational Behaviour- I	AECC-5	4	54	35	40	75	3
XXII	International Business-I	AECC-6	4	54	35	40	75	3
<b>Skill Enhancement Course (ANY ONE of the following)</b>								
SEC.I.1	Production Management of vegetable crops	SEC-1A	3	45	25	25	50	2
SEC.I.2	Production Management of Dairy Enterprises	SEC-1B	3	45	25	25	50	2
SEC.I.3	Value Additions in Major Agril. Commodities	SEC-1C	3	45	25	25	50	2
<b>Total</b>			<b>35</b>	<b>477</b>	<b>305</b>	<b>345</b>	<b>650</b>	<b>26</b>
<b>BBA II YEAR (IV SEMESTER)</b>								
<b>Paper No.</b>	<b>Name of the Paper</b>	<b>Course No.</b>	<b>Lecture / WEEK</b>	<b>Total Periods</b>	<b>Continuous Assessment (CA)</b>	<b>End of Semester Exam(ESE)</b>	<b>Total Marks</b>	<b>Total Credit</b>
XXIII	Office Procedures for Agribusiness	CORE-5B	4	54	35	40	75	3
XXIV	Production Management, Planning and Control	CORE-6B	4	54	35	40	75	3
XXV	Agril. Co-operation, Institutions and Management	CORE-7B	4	54	35	40	75	3
XXVI	Modern farming systems and sustainable agriculture	CORE-8B	4	54	35	40	75	3
XXVII	Value Chain in Agriculture	CORE-9B	4	54	35	40	75	3
XXVIII	Agriculture Market and Trade Acts	CORE-10B	4	54	35	40	75	3
XXIX	Organisational Behaviour - II	AECC-7	4	54	35	40	75	3
XXX	International Business-II	AECC-8	4	54	35	40	75	3
<b>Skill Enhancement Course (Any one of the following)</b>								
SEC.II.1	Marketing Management of vegetable crops	SEC-2A	3	45	25	25	50	2
SEC.II.2	Marketing Management of oilseed crops	SEC-2B	3	45	25	25	50	2
SEC.III.3	Marketing Management of pulse crops	SEC-2B	3	45	25	25	50	2
<b>Total</b>			<b>35</b>	<b>477</b>	<b>305</b>	<b>345</b>	<b>650</b>	<b>26</b>

<b>BBA III YEAR (V SEMESTER)</b>								
<b>Paper No.</b>	<b>Name of the Paper</b>	<b>Course No.</b>	<b>Lecture / Week</b>	<b>Total Periods</b>	<b>Continuous Assessment (CA)</b>	<b>University Assessment (UA)</b>	<b>Total Marks</b>	<b>Total Credit</b>
XXXI	Trading of Agricultural Commodities-I	CORE-11A	4	54	35	40	75	3
XXXII	Business Laws-I	CORE-12A	4	54	35	40	75	3
XXXIII	Environmental Studies	AECC-9	4	54	35	40	75	3
<b>Discipline Specific elective. ( Any one Group of the following)</b>								
<b>Group A- Marketing Management</b>								
XXXIV	Rural Marketing	DSE-3A	4	54	35	40	75	3
XXXV	Product and Brand Management	DSE-3B	4	54	35	40	75	3
XXXVI	Training and Project Work	DSE-3C	4	54	35	40	75	3
<b>Group B- Financial Management</b>								
XXXIV	Banking	DSE-3A	4	54	35	40	75	3
XXXV	Introduction to Financial Markets	DSE-3B	4	54	35	40	75	3
XXXVI	Training and Project Work	DSE-3C	4	54	35	40	75	3
<b>Group C- Human Resource Management</b>								
XXXIV	Training and Development	DSE-3A	4	54	35	40	75	3
XXXV	Industrial Relations	DSE-3B	4	54	35	40	75	3
XXXVI	Training and Project Work	DSE-3C	4	54	35	40	75	3
<b>Generic Elective Course (Any one of the following)</b>								
GE-I.1	Project Management-I	GE-1A	4	54	35	40	75	3
GE-I.2	NGO Management-I	GE-1B	4	54	35	40	75	3
GE-I.3	Right to Information Act 2005-I	GE-1C	4	54	35	40	75	3
GE-I.4	Intellectual Property Rights-I	GE-1D	4	54	35	40	75	3
<b>Skill Enhancement Course ( Any one of the following)</b>								
SEC.III.1	Research Methodology	SEC-3A	3	45	25	25	50	2
SEC.III.2	Financial Literacy Skills	SEC-3B	3	45	25	25	50	2
<b>Total</b>			<b>31</b>	<b>423</b>	<b>270</b>	<b>305</b>	<b>575</b>	<b>23</b>
<b>BBA III YEAR (VI SEMESTER)</b>								
<b>Paper No.</b>	<b>Name of the Paper</b>	<b>Course No.</b>	<b>Lecture / Week</b>	<b>Total Periods</b>	<b>Continuous Assessment (CA)</b>	<b>End of Semester Exam.(ESE)</b>	<b>Total Marks</b>	<b>Total Credit</b>
XXXVII	Trading of Agricultural Commodities-II	CORE-11B	4	54	35	40	75	3
XXXVIII	Business Laws-II	CORE-12B	4	54	35	40	75	3
XXXIX	Cost Accounting	CORE-13	4	54	35	40	75	3
<b>Discipline Specific elective ( Any one Group of the following)</b>								
<b>Group A- Marketing Management</b>								
XXXX	Retail Management	DSE-4A	4	54	35	40	75	3
XXXXI	Digital Marketing	DSE-4B	4	54	35	40	75	3
XXXXII	Training and Project Work	DSE-4C	4	54	35	40	75	3

<b>Group B- Financial Management</b>								
XXXX	International Finance	DSE-4A	4	54	35	40	75	3
XXXXI	Introduction to Financial Services	DSE-4B	4	54	35	40	75	3
XXXXII	Training and Project Work	DSE-4C	4	54	35	40	75	3
<b>Group C- Human Resource Management</b>								
XXXX	Employee Welfare and Social Security	DSE-4A	4	54	35	40	75	3
XXXXI	Performance Management System	DSE-4B	4	54	35	40	75	3
XXXXII	Training and Project Work	DSE-4C	4	54	35	40	75	3
<b>Generic Elective Course ( Any one of the following)</b>								
GE.II.1	Project Management-II	GE-2A	4	54	35	40	75	3
GE.II.2	NGO Management-II	GE-2B	4	54	35	40	75	3
GE.II.3	Right to Information Act 2005-II	GE-2C	4	54	35	40	75	3
GE.II.4	Intellectual Property Rights-II	GE-2D	4	54	35	40	75	3
<b>Skill Enhancement Course ( Any one of the following)</b>								
SEC-IV.1	Research Software Package	SEC-4A	3	45	25	25	50	2
SEC-IV.2	Analysis of Financial Statements	SEC-4B	3	45	25	25	50	2
<b>Total</b>			<b>31</b>	<b>423</b>	<b>270</b>	<b>305</b>	<b>575</b>	<b>23</b>

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

CBCS Syllabus - Bachelor of Business Administration (BBA)

AY 2018-2019

BBA I Year (Semester I)								
Paper No.	Name of the Paper	Course No.	Lecture / Week	Total Periods	Continuous Assessment (CA)	End of Semester Exam (ESE)	Total Marks	Total Credit
I	Agro-Techniques of Principal Field Crops- I (Kharif)	CORE-1A	4	54	35	40	75	3
II	Principles of Management and Agribusiness	CORE-2A	4	54	35	40	75	3
III	Marketing Institutions and Organizations	CORE-3A	4	54	35	40	75	3
IV	Agriculture Managerial Accounting	CORE-4A	4	54	35	40	75	3
V	Business Communication-I	AECC-1	4	54	35	40	75	3
VI	Business Environment-I	AECC-2	4	54	35	40	75	3
<b>Discipline Specific Elective ( Any one of the following)</b>								
VII.1	Agro Tourism	DSE-I.1	4	54	35	40	75	3
VII.2	High-tech Horticulture	DSE-I.2	4	54	35	40	75	3
<b>Total</b>			<b>28</b>	<b>378</b>	<b>245</b>	<b>280</b>	<b>525</b>	<b>21</b>

All the papers would be of 75 marks each, of which the End of Semester Examination for each paper shall be of 40 marks and its duration, would be of 2 hours and Continuous assessment would be of 35 marks.

Continuous Assessment of 35 marks would be as follows:

Sr. No.	Particulars	Marks
1.	Tests-Two	20
2.	Tutorial-One	05
3.	Seminar	05
4.	Case Study	05
<b>Total:</b>		<b>35 Marks</b>

#### **Pattern of Question Paper (40 Marks, 2 Hours) (University Assessment):**

- Q. No. 1 will be compulsory and will have 10 Multiple Choice Questions carrying one marks each (10 marks).
- Q. Nos. 2, 3, 4 will be Alternative broad answer type questions, and out of 5, three have to be solved of 10 marks each. (30 Marks)

Note:

- Minimum marks for passing in all papers will be-
  - CA - 14 marks (40%).
  - ESE-. (Theory) 16 marks (40%)
- Other rules for ATKT, Grace, Class determination etc. applicable to B. Com (CBCS) degree would be applicable to BBA (CBCS) also.
- Depending upon the nature of subject, the questions may be conceptual/numerical/applied and may be consisting of two/three sub- questions.

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

CBCS Syllabus - Bachelor of Business Administration (BBA)

AY 2018-2019

## I Agro-Techniques of Principal Field Crops- I (Kharif)

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Course Objective:** To familiarize students with basic production technologies of the field crops

Unit. No.	Particulars	No. of Lectures
1	<b>Concepts of Agro-meteorology and production technology:</b> <ul style="list-style-type: none"><li>• Importance of agricultural meteorology</li><li>• weather and climatic factors affecting crops.</li></ul>	10
2	<b>Production technology of Cereals :</b> <ul style="list-style-type: none"><li>• Rice,</li><li>• Maize,</li><li>• Kharif Sorghum,</li><li>• Pearl Millet And</li><li>• Minor Millets,</li></ul>	11
3	<b>Production technology of Pulses :</b> <ul style="list-style-type: none"><li>• Pigeon Pea, Mung Bean, Urid Bean, Horse Gram, Moth Bean,</li><li>• Cowpea</li></ul> <b>Production technology of Forage crops :</b> <ul style="list-style-type: none"><li>• Sorghum, Pearl Millet, Maize, Cowpea, Cluster bean</li></ul>	11
4	<b>Production technology Oilseeds :</b> <ul style="list-style-type: none"><li>• Groundnut, Sesame, Soybean, Castor And Niger</li></ul>	11
5	<b>Production technology of Fiber crops :</b> <ul style="list-style-type: none"><li>• Cotton, Jute, Sunhemp And Dhaincha</li></ul>	11
	<b>Total</b>	<b>54</b>

### REFERENCE BOOKS:

1. Hand book of Agriculture, ICAR Publication, 6th edition, 2006.
2. Chhida Singh, Prem Singh and Rajbir Singh Modern Techniques of raising field crops, , 2nd edition
3. Rajendra Prasad Field Crops,
4. Reddy SR, Principles of Agronomy, Kalyani Publishers Third edition
5. S.S. Cheema, B.K. Dhaliwal and T.S. Sahota Theory and Digest Agronomy



# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

CBCS Syllabus - Bachelor of Business Administration (BBA)

AY 2018-2019

## II PRINCIPLES OF MANAGEMENT AND AGRIBUSINESS

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Course Objective:** To familiarize students with basic management functions, concepts and processes in management and agribusiness.

Unit. No.	Particulars	No. of Lectures
1	<b>Agri-business:</b> <ul style="list-style-type: none"><li>• Meaning, definition, history and scope of agri-business (Input, Farm Product Sectors).</li><li>• Importance of agri-business in the Indian economy.</li><li>• Changing dimension of agricultural business. Agri-business Management-distinctive features, nature and components</li></ul> <b>Nature of Management: -</b> <ul style="list-style-type: none"><li>• Management: Meaning, Significance, objectives</li><li>• Nature of Managements as science, as an Art and as a Profession.</li><li>• Levels of Management: Top, Middle, Supervisor.</li><li>• Contribution of Management thinkers - Taylor, Fayol and Elton Mayo.</li></ul>	11
2	<b>Planning</b> <ul style="list-style-type: none"><li>• Planning: Meaning, Features, Importance, planning process, types of planning, and limitations of planning.</li></ul>	11
3	<b>Organizing:</b> <ul style="list-style-type: none"><li>• Organizing: Meaning, Importance, Process, Principles, and Structure of Organization.</li><li>• Formal and Informal Organization, Types of Organization: Line, Functional, Line and Staff and Committee.</li><li>• Delegation: Meaning, Elements of Delegation</li></ul>	11
4	<b>Staffing:</b> <ul style="list-style-type: none"><li>• Meaning, need, importance of staffing</li><li>• Steps in Staffing Process.</li><li>• Recruitment: Meaning &amp; Sources.</li><li>• Selection: Meaning &amp; Procedure.</li><li>• Training and Development: Meaning and Importance.</li></ul>	11
5	<b>Controlling:</b> <ul style="list-style-type: none"><li>• Meaning and importance of controlling,</li><li>• Steps in controlling process.</li><li>• Budget as a control technique, quality control and cost control</li></ul>	10
	Total	54

### Reference Books:

1. Principles of Management - Dr. S.C. Saxena – Sahitya Bhavan Publication
2. Principles of Management - T. Ramasamy – Himalaya Publication
3. Principles & Practices of Management -P. C. Shejwalkar & A. Ghanekar – Everest Publishing House
4. Management - Koontz & Weihrich
5. Principles of Management - Sherlekar
6. Principles & Practices of Management- D.K.Tripathi
7. Fundamentals of farm business management - S.S.Johl, T.R.Kapoor

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

CBCS Syllabus - Bachelor of Business Administration (BBA)

AY 2018-2019

## III Marketing Institutions and Organizations

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Course Objective:** To develop conceptual understanding marketing institutions and organizations involved in agriculture business .

Unit. No.	Particulars	No. of Lectures
1	<b>MARKETING INSTITUTIONS:</b> Objectives, structure and functioning of Agricultural Marketing Institutions and Organizations Agricultural Produce Market Committee, Cotton Corporation of India and State Cotton Federation, Food Corporation of India (FCI), Visits to these institutions	11
2	National Co-operative Marketing Federation, Maharashtra State Agricultural Marketing Board (MSAMB), The National Agricultural Co-operative Marketing Federation of India (NAFED), State Trading Corporation (STC), Visit to Pack house and Godowns	11
3	Agricultural Processed Products and Export Development Authority (APEDA), Jute Corporation of India, Tobacco Board, Coconut Board, Grape Growers Association ( <i>Mahagrape</i> ), Mango Growers Association ( <i>Mahamango</i> ), Visits to these institutions, Case study of Farmer Producer Company	11
4	Maharashtra State Agricultural Marketing Board (MSAMB), The Directorate of Marketing and Inspection (DMI),. Visits to these institutions,	11
5	National Dairy Development Board (NDDB). Coffee Board and Rubber Board Visits to these institutions, Study of corporate retailers in agricultural produce	10
	<b>Total</b>	<b>54</b>

1. Acharya, S.S. and N.L. Agrawal. Agricultural marketing in India. Oxford and IBH publishing company Pvt. Ltd. 66, Janpath, New Delhi – 1

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

CBCS Syllabus - Bachelor of Business Administration (BBA)

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## IV Agriculture Managerial Accounting

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Course Objective:** To develop conceptual understanding of business accounting system and to impart skills in accounting for various kinds of agriculture business.

Unit. No.	Particulars	No. of Lectures
1	<b>Farm Accounting:</b> Introduction, Objectives of Farm Accounting, Features of Farm Accounting, Form of Crop Account, Form of Live-Stock Account	10
2	<b>Managerial Accounting</b> :Book-keeping-Meaning, Definition, Classification of Accounts & Rules, Journalizing the Transactions, Ledger Accounts, Trial Balance <b>Exercises:</b> Preparation of Journal Entries, Preparation of Ledger Accounts, Preparation of Trail Balance	11
3	<b>Cash Book:</b> Two Column Cash Book, Three Column Cash Book, Petty Cash Book with exercise. <b>Final Accounts of Sole Trader:</b> Trading Account, Profit & Loss Account and Balance-Sheet <b>Exercise:</b> Preparation of Trading Account, Preparation of Profit & Loss Account, Preparation of Balance-Sheet.	11
4	<b>Basics of Costing</b> : Origin of Costing, Meaning & Definition, Objectives, Advantages & Limitations of Costing, Difference between Financial Accounting & Cost Accounting <b>Exercise:</b> Preparation of Crop, Live-stock and Dairy Account	11
5	<b>Basics of Auditing</b> <b>Auditing:</b> Meaning & Definition, Nature, Objectives, Advantages of Auditing <b>Elements of Cost:</b> Material, Labour and Other Expenses, Classification of Costs, Cost Unit, Cost Centre	11
	<b>Total</b>	<b>54</b>

### Suggested Readings:

#### 1) Text Books:

1. M. G. Patkar Book Keeping & Accountancy;,PhadkePrakashan, Kolhapur.
2. S. Subba Reddy, P. Raghu Ram, T. V. NeelakantaSastry& I. Agricultural Economics, Bhavani Devi, Oxford & IBH Publishing Company Pvt. Ltd, New Delhi.
3. S. M. Inamdar Cost & Management Accounting, , Everest Publishing House, Pune

#### 2)

#### Reference Books:

1. S. S. Johl& T. R. Kapur Fundamental of Farm Business Management, ,Kalyani Publishers New Delhi.
2. Dr. J. P. Bhosale Corporate Accounting:;,ChaitanyaPrakashan, Nashik.
3. Dr. J. P. Bhosale Cost& Works Accounting, ChaitanyaPrakashan, Nashik.
4. Dr. J. P. Bhosale,Auditing: AtharvaPrakashan, Pune.
5. R.L.Gupta & M. Radhaswamy Advanced Accountancy: By (Sultan Chand & Sons, New Delhi).

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

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## V Business Communication - I

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Course Objective:** To develop communication skills by using tools and methods of effective communication.

Unit. No.	Particulars	No. of Lectures
1	<b>Speaking with Correct Pronunciation:</b> a) Phonemes- English Vowels and Consonants; b) Syllable, Accent; c) Word Transcription.	11
2	<b>Conversational Skills:</b> a) Formal, and Informal Conversation; b) Day today conversational skills: Greetings, introducing oneself, apologizing etc. c) Dialogue Writing, Role Playing.	11
3	<b>Communication Skills:</b> a) Definitions & Types/Methods of Communication -Verbal and Non-Verbal; b) Process of Communication- One-Way and Two-Way Communication; c) Barriers to Communication.	11
4	<b>Presentation Skills</b> a) Presentation; b) Elements of Presentation; c) Effective Presentation.	11
5	<b>Personal Letters:</b> a) Leave Application; b) Letter of Application; c) Curriculum Vitae.	10
	Total	54

### Reference Books:

- 1) BETTER ENGLISH PRONUNCIATION - J.D. O'CONNOR (CAMBRIDGE PUBLICATION)
- 2) BUSINESS COMMUNICATION- URMILA RAI AND S.M. RAI (HIMALAYA PUB. HOUSE)
- 3) BUSINESS COMMUNICATION - DR. V.K. JAIN (S. CHAND PUBLICATION)
- 4) ENGLISH FOR PRACTICAL PURPOSES- Z. N. PATIL (MACMILLAN INDIA LTD.)

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## VI Business Environment - I

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Course Objective:** To understand the business environment for excellence in the execution of business practices

Unit. No.	Particulars	No. of Lectures
1	<b>Nature and Purpose of Business</b> <ul style="list-style-type: none"><li>• Meaning and Characteristics of Business</li><li>• Objectives of Business – economic and social objectives</li><li>• Maintenance of business and environment - Classification, Departmental factors on business, Business risks.</li></ul>	11
2	<b>Forms of Commercial Organizations</b> <ul style="list-style-type: none"><li>• Meaning, features, merits and limitations of the following forms:</li><li>• Sole Proprietorship,</li><li>• Partnership – Partnership Deed (Main Clauses), Types of Partners.</li><li>• Joint Stock Company, Private and Public Sector Company,</li><li>• Co-operative Societies</li><li>• Multinational Corporations: Meaning and Features</li></ul>	11
3	<b>Classification of Business Activities: Industry and Commerce</b> <ol style="list-style-type: none"><li>1. Industry – Types: Primary, Secondary and Tertiary</li><li>2. Commerce: -<ol style="list-style-type: none"><li>a) Internal:<ul style="list-style-type: none"><li>• Wholesale: - Meaning, Functions, Importance, Limitations.</li><li>• Retail: - Meaning, Functions, Importance and Limitations,</li><li>• Itinerant and Non- Itinerant traders, Types of Non- Itinerant traders</li><li>• Multiple shops, Departmental stores, Mail order business, consumer cooperatives</li><li>• Franchise: Their Distinctive features and suitability to different types of businesses.</li></ul></li><li>b) External - Importance, Export – Import Procedures</li></ol></li></ol>	11
4	<b>Social and Cultural environment:</b> Nature of culture, Impact of culture in business; Ethics in business - Nature and meaning, Ethical business practices.	11
5	<b>Economic and Political environment:</b> Meaning and Definition elements of environment - economics system - economic planning - objectives of economic planning (Evaluation measurement and problems size of national Income on capital income)	10
	Total	54

### Reference Books:

- 1) Business Environment - Francis Cherunilam , Himalaya Publication.
- 2) Indian Economy – Datt & Sundharam - S. Chand
- 5) Essentials of Business Environment – K. Ashwathappa

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## VII.1 AGRO-TOURISM

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Course Objective:** To develop conceptual understanding of agro-tourism as a business.

Unit No.	Particulars	No. of Lectures
1	<b>Agro-tourism:</b> Introduction, importance, scope, forms of agro-tourism, advantages and implementations, introduction to Indian culture. Govt. policies and legislations in respect of tourism and agro-tourism and environment protection laws.	10
2	Requirements for Agro-tourism. Farm, forest, garden, fish tank/ponds, residential huts, etc. Constraints in operation and management of Agro-tourism activities. <b>Management of resources</b> – Human resources, Natural resources and Garbage management at Agro-tourism Centre. Entrepreneurship development: Role and functions	11
3	<b>Hospitability:</b> Food and beverages and accommodation services, <b>Visit</b> to various nearby agro-tourism centres. Study of different types of Agro- tourism centres and services offered by them etc. Report on agro-tourism project. <b>Exercise:</b> To study - types of Tourism in India, various factor Why people travel to Agro tourism center, considerations before start of Agro tourism center, basic requirements to start Agro Tourism center, Guidelines to start Agro Tourism Centre	11
4	<b>Communication skill and service;</b> Capital investment, sources and capital budgeting. <b>Exercise:</b> To study - best management practices on Agro tourism center, services provided on Agro Tourism center, Performance, problems and prospects for the farmers in Maharashtra,	11
5	<b>Project proposal-</b> Preparation and feasibility tests, Accounts and record keeping etc. Marketing strategies for Agro-tourism products and services. Publicity of tourism- Advertisement and use of media. <b>Exercise:</b> Study of Maharashtra state Agri & rural tourism Cooperative federation (MART), Study of MTDC, Study of ITDC, Preparation of Business plan for Agro tourism, Preparation of Project Proposal for Agro tourism	11
	<b>Total</b>	<b>54</b>

### Suggested Readings:

#### Reference Books:

1. Available recent literature and publications, Government policies on Agro-tourism.
2. Talwar, Prakash Traval and Tourism Management GyanBoks Pvt., Ltd., Ansari Road, Darya Ganj, New Delhi- 110002.
3. Bagri, S.C. Trends in Tourism promotion 2003. International Books distributors, 9/3, RajpurRoaad, Dehradun- 248001 Uttarkhand (India).

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## VII.2 Hi-tech horticulture

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Course Objective:** To develop conceptual understanding about the hi-tech horticulture to get higher returns to the farmers.

Unit. No.	Particulars	No. of Lectures
1	Introduction & importance; Nursery management and mechanization; micro propagation of horticultural crops; Types of polyhouse and shade net houses	11
2	Intercultural operations, tools and equipment's identification and application, Micro propagation, Nursery-portrays Modern field preparation and planting methods Exercise: Tools and equipment, identification and application	11
3	Protected cultivation: advantages, application of precision farming in horticultural crops (fruits, vegetables and ornamental crops); mechanized harvesting of produce controlled conditions, method and techniques	11
4	Micro irrigation systems and its components; EC, pH based fertilizer scheduling, Hi-tech canopy management of horticultural crops, High density orcharding in Mango, Guava, Papaya, Citrus Pineapple.	11
5	Components of Precision farming and application of Precision farming in horticultural crops (Fruits, Vegetables and ornamentals crops Two Crops each), Remote sensing, Geographical Information System (GIS), Differential Geopositioning System (DGPS), Variable Rate applicator (VRA) Components of Precision farming and application of Precision farming in horticultural crops (Fruits, Vegetables and ornamentals crops Two Crops each)	10
	<b>Total</b>	<b>54</b>

### 1) Reference Books:

1. T. A. More, Karale A.R. and Patil M.T. 2001. Hi-tech horticulture, CAFT (Fruits) MPKV, Rahuri
2. Balraj singh.2005. Protected cultivation of vegetables crops, Kalyani Publisher, New Delhi.
3. Patil, M. T. and Patil P.V. 2004. Commercial Protected Floriculture, MPKV, Rahuri.
4. Prasad and Kumar Commercial Floriculture –Proceeding of International Seminar on Protected cultivation in India, Held at Bangalore 1997.
5. V. Nelson.Paul.,Greenhouse operation and management-
6. S.D. Varale. 2003, Protected Cultivation of horticulture crops, CAFT(Fruits), MPKV, Rahuri.
7. Mavi, H.S. Introduction to Agro-metrology, Oxford and IBH Publishing Co., New Delhi.

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BBA I Year (Semester II)								
Paper No.	Name of the Paper	Course No.	Lecture/Week	Total Periods	Continuous Assessment(CA)	End of Semester Exam. (ESE)	Total Marks	Total Credit
VIII	Agro-Techniques of Principal Field Crops- II (Rabi)	CORE-1B	4	54	35	40	75	3
IX	Production management of Fruit crops	CORE-2B	4	54	35	40	75	3
X	Agro-processing Management	CORE-3B	4	54	35	40	75	3
XI	Principles of Agriculture Marketing Management	CORE-4B	4	54	35	40	75	3
XII	Business Communication-II	AECC-3	4	54	35	40	75	3
XIII	Business Environment-II	AECC-4	4	54	35	40	75	3
Discipline Specific Elective( Any one of the following)								
XIV.1	Food safety and standards	DSE-II.1	4	54	35	40	75	3
XIV.2	Retail Management	DSE-II.2	4	54	35	40	75	3
<b>Total</b>			<b>28</b>	<b>378</b>	<b>245</b>	<b>280</b>	<b>525</b>	<b>21</b>



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## VIII AGRO-TECHNIQUES OF PRINCIPAL FIELD CROPS- II (RABI)

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

Unit. No.	Particulars	No. of Lectures
1	Origin, geographical distribution, economic importance, soil and climatic requirements, varieties, cultural practices and yield of rabi crops Cereals : wheat, barley, Rabi sorghum Pulses : chickpea, lentil, peas, French bean Exercise: Study of Seed bed preparation, Calculations of seed rates of different crops	11
2	Origin, geographical distribution, economic importance, soil and climatic requirements, varieties, cultural practices and yield of rabi crops Oilseeds : safflower, sunflower, linseed, rapeseed and mustard Exercise: Identification of weeds in wheat and grain legumes, Application of herbicides on different crops,	11
3	Origin, geographical distribution, economic importance, soil and climatic requirements, varieties, cultural practices and yield of rabi crops Sugar crops : sugarcane and sugar beet Exercise: To study morphological characteristics of Wheat and Sugarcane, Yield and quality analysis of sugarcane	11
4	Origin, geographical distribution, economic importance, soil and climatic requirements, varieties, cultural practices and yield of rabi crops. Commercial crops: potato and tobacco Forage crops: maize, berseem, lucern and oat. Exercise: To study crop distribution in the state and region. Visit to research stations related to rabi crops	11
5	Medicinal and aromatic crops : Mentha, lemon grass, citronella, palmarosa, isabgol and posta	10
	<b>Total</b>	<b>54</b>

### Suggested Readings:

1. Hand book of Agriculture, ICAR Publication, 6<sup>th</sup> edition
2. Chhida Singh, Prem Singh and Rajbir Singh Modern Techniques of raising field crops, 2<sup>nd</sup> edition
3. Rajendra Prasad Field Crops,
4. Reddy SR Principles of Agronomy Kalyani Publishers Third edition
5. Fageria MS Vegetable Crop Production, Kalyani Publishers
6. Syamal MM Production Technology of Medicinal and Aromatic plants

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

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## IX PRODUCTION MANAGEMENT OF FRUIT CROPS

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

Unit. No.	Particulars	No. of Lectures
1	Classification of fruit crops on horticultural basis. Importance, present status and future scope for fruit growing in Maharashtra and India. Area and production, export, import scenario of fruit crops and plantation crops in Maharashtra and India.	10
2	Nutritive value of fruits, importance of selection of site, fencing, planting systems, high density planting, wind breaks and shelter belts in fruit production. Propagation methods and use of rootstocks, methods of training and pruning. Exercise: Study of garden tools and implements. Study of propagation media, containers, potting mixture, potting, repotting and transplanting. Nursery practices for raising seedlings. Identification of fruit and plantation crops.	11
3	Special horticultural practices like bahar treatment, ringing, girdling, bending, notching, etc. Nutrient management, water management, weeds control, mulching, intercropping, use of growth regulators in fruit production, physiological disorders in fruit crops.	11
4	Package of practices for cultivation of major fruit crops: mango, banana, citrus, grape, papaya, sapota, guava, pomegranate Exercise: Plant propagation by seed, cutting, layering, budding and grafting. Practices in planning (layout) and planting systems of fruit crops.	11
5	Minor fruit crops like ber, fig, coconut, arecanut, etc. Industrial value of plantation crops (Give brief cultivation information in tabular form for minor crops). Practices in planning (layout) and planting systems of fruit crops. Training and pruning, manures and fertilizers application, irrigation methods, Preparation and application of growth regulators. Preparation and application of Bordeaux solution and paste. Identification of important pests and diseases of fruit crops and their control. Harvesting, post-harvest treatments, grading and storage. Visit to commercial orchards	11
	<b>Total</b>	<b>54</b>

### 1) Reference books:

1. Hayes, W. B. Fruit Growing in India. Kitab Publishing Co., Allahabad.
2. Shanmugavelu, K. G. Production Technology of Fruit Crops, SBA Publishers, Kolkatta.
3. Singh, Ranjeet. Fruits. National Book Trust Ltd., New Delhi.
4. Sham Singh. Fruit Growing. Kalyani Publishers, New Delhi.
5. Bose, T. K. and S. K. Mitra. Propagation of Tropical and Subtropical Horticultural Crops, Naya Udyog, 206, Bidhan Savani, Kolkatta-700016.
6. Baker, H. Fruits. Mitchell Meagrey Publications, London.
7. Singh, A. Fruit Production and Technology. Kalyani Publishers, New Delhi.
8. Yadav, P. K. Fruit Production Technology. International Book Distributing Co., Division, Lucknow, India.
9. Sharma, R. R. Fruit Production Problems and Solutions. International Book Distributing Co., Division, Lucknow, India.
10. Kumar, P. Management of Horticultural Crops. (HortScienc Series Vol. 11, New India Publishing Agency, NIPA). Kumar, P. Management of Horticultural Crops. (HortScienc Series Vol. 11, New India Publishing Agency, NIPA).
11. Kunte, Y. N, Kawthalkar, M. P., Yawalkar, K.S. Principles of Horticulture and Fruit growing, Agro-Horticultural Pub. House, Nagpur.

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## X Agro-Processing Management

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

Unit. No.	Particulars	No. of Lectures
1	<p><b>Introduction :</b></p> <p>*Definition – Agro. Processing, Food Processing, Agro. Processing Management,*Importance of Food Processing</p> <ol style="list-style-type: none"><li>1) From consumers point of view</li><li>2) From producers point of view</li></ol> <p><b>Role of Agriculture &amp; Agro. Processing Industries in Indian Economy: Contribution to National Income</b></p> <ol style="list-style-type: none"><li>1) Fulfillment of Food requirement</li><li>2) Share in International Trade</li><li>3) Maintaining Price Stability</li><li>4) Capital Formation</li><li>5) Employment Generation</li><li>6) Industrial Development</li><li>7) Export &amp; Import Earnings</li><li>8) Reduce Post Harvest Losses</li></ol> <p>Agriculture Growth Rate</p>	11
2	<p><b>Status and Potential of Agriculture and Agro. Processing Industries</b></p> <ol style="list-style-type: none"><li>1) India's position in Agriculture and Food Processing in World in various commodity,Post-Harvest Losses,Status of Indian Food Process Industries in World,Commercial Crops, Fruits &amp; Vegetable Processing,Food grains Processing Industries,Rice Processing Industry</li><li>2) Wheat Processing Industry</li><li>3) Pulse Processing Industry</li><li>4) Oilseeds Processing Industry</li></ol> <p>• <b>Fruits and Vegetable Processing Industries</b></p>	11
3	<p>Policy adopted by Department of Food Processing industries,Export Processing Zones,Government Institutes and Departments dealing with Food Processing Industries - Sub-Sectors of Food Processing Grain milling sector</p> <p>Fruits &amp; Vegetable Processing Sector,Milk Processing Sector,Meat &amp; Poultry Sector,Others,Types of Agro. Industries,Agro-based Industries,Agro-related industries,Agro-allied industries,Agro-services industries</p>	11
4	<ol style="list-style-type: none"><li>1) Plans of Ministry of Food Processing Industries</li><li>2) Infrastructure Development Scheme</li><li>3) Cold chain, Value addition &amp; Preservation infrastructure</li><li>4) Strengthening of Institutions</li></ol>	11

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	5) Quality assurance 6) Research & Development 7) Legal aspects related to food processing industry 8) Industrial Licensing Policy 9) Small Scale Reservations Licensing 10) Guidelines regarding Foreign Investment in the Sector 11) Acts applicable to the Food Processing Industry 12) Prevention of Food Adulteration and Act 13) Essential Commodity Act 14) Taxation law	
5	• <b>Live-stock Processing Industries</b> 1. Meat & Poultry Processing 2. Milk & dairy Industry 3. Fish Processing Industry • <b>Problems/Challenges before Food-processing industries</b>	10
	<b>Total</b>	<b>54</b>

## Suggested Readings:

### 1) Text Book:

1. Srivastava, U.K. Vathsala. Agro-processing Strategy for Acceleration and Exports. Oxford University Press YMCA, Library Building, Jai Singh Road, New Delhi -110001.
2. Pandey, Mukesh and Deepak Tiwari. Rural and Agricultural Marketing. International Book Distribution Co. New Delhi.
3. Diwase, Smita. Agri-Business Management. Everest Publishing House, Everest Lane, 536, ShaniwarPeth, AppaBalwantChowk, Pune.

### 2) Reference Books:

1. Rajagopal. Organizing Rural Business Policy Planning and Management. Sage Publication, New Delhi.
2. Official website of Ministry of Food Processing Industries, Annual Report.

### 3) e-books: Official Website of NABARD Bank, Bankable projects

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## XI Principles of Agriculture Marketing Management

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

Unit. No.	Particulars	No. of Lectures
1	<b>Marketing management</b> - Meaning, definition of marketing, marketing management & Marketing concepts Difference between marketing and selling, Entities to be marketed in market place. Case study of online marketing, Case study on- different marketing activities carried out by Beverages and fruit drinks companies,	11
2	Functions of marketing management. Marketing planning process, Marketing mix- Concept, definition, elements (7 P's)-only introduction to 7 P's, Classification of product (consumer and industrial), Market targeting: definition, patterns of target market selection and market positioning. Case study on- different marketing activities carried out by different snacks companies	11
3	Pricing strategies- Process of price setting, Types/various pricing strategies. Market segmentation- Definition, types/ bases for segmenting consumer market, significance/importance Product life cycle- features of each stage- Strategies to manage different stages of product life cycle. Case study on- different marketing activities carried out by different Milk companies.	11
4	New product development stages. Branding- Concept, advantages and disadvantages, types/ brand options Customer satisfaction, customer value, Customer satisfaction -concept, tools for measuring customer satisfaction,	11
5	Customer value- concept, components of customer value Global market offerings, Strategies to tap global market, Decisions involved in international marketing.	10
	<b>Total</b>	<b>54</b>

### 1) Text Book:

1. Acharya, S. S. And N.L. Agrawal. Agricultural marketing in India. Oxford and IBH publishing co. Ltd., 66, Janpath, New Delhi- 110 001.

### 2) Reference Books:

1. Kotler Philip et al. Marketing management. Pearson education, Delhi. The laws state college press, Ames, Iowa, USA 13th edition
2. Ramaswamy, V. S. And S. Namakumari. Marketing management – planning, implementation and control. Macmillan co. 866, Third Avenue, New-York – 10022. Fifth edition.
3. Rajan Saxena, marketing management. Tata McGraw-hill publication company Ltd. New Delhi 110 008.
4. Mukesh Pandey, Deepali Tewari, the agribusiness book, idbc publishers Lucknow 226 001 U. P. India. First edition.

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## XII Business Communication - II

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

Unit. No.	Particulars	No. of Lectures
1	<b>Business Letters:</b> a) Letter of Enquiry; b) Letter of Order; c) Letter of Complaint.	11
2	<b>English Grammar- Word Classes:</b> a) Open Word Classes; b) Closed Word Classes; c) Nouns, Verbs, Adverbs, Adjectives.	11
3	<b>English Grammar- Phrases; Clauses; Sentences:</b> a) Noun Phrase, Verb Phrase, Adjective Phrase, Adverb Phrase, Prepositional Phrase; b) Clause: Elements and Basic Sentence Structures; c) Sentence: Compound & Complex.	11
4	<b>English Grammar Rules &amp; Usage:</b> a) Tenses: Past, Present, Future; b) Voices: Active & Passive; c) Speech: Direct & Indirect.	11
5	<b>Group Communication:</b> a) Seminar & Conference; b) Meeting; c) Group Discussion & Personal Interview.	10
	<b>Total</b>	54

### REFERENCE BOOKS:

- 1) Business Communication- Urmila Rai and S.M. Rai (Himalaya Pub. House)
- 2) Business communication - Dr. V.K. Jain (S. Chand Publication)
- 3) Living English Structure- W.S. Allen (Macmillan India Ltd.)
- 4) A Practical English Grammar- A. J. Thomson (Oxford Press)
- 5) Modern English Grammar- L. S. Deshpande (Creative Pub.)

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## XIII Business Environment - II

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

Unit. No.	Particulars	No. of Lectures
1	<b>Financial Resources:</b> <ul style="list-style-type: none"><li>• Capital its formation concepts and investment,</li><li>• Institutional financing - IDBI, IFCI, SIC ICICI- Control of Capital issues, Capital masses.</li></ul>	11
2	<b>Banking:</b> <ul style="list-style-type: none"><li>• Credit creation process of commercial Banks, Monetary policy of a central Bank,</li><li>• concept &amp; importance of core banking, Retail Banking</li></ul>	11
3	<b>Globalization:</b> <ul style="list-style-type: none"><li>• Meaning and nature of globalization, Reasons behind globalization.</li><li>• Strategies for internationalization, Globalization of Indian business.</li></ul>	11
4	<b>GATT / WTO :</b> <ul style="list-style-type: none"><li>• Objectives and principles of GATT, Functions of WTO, Structure of WTO,</li><li>• Arguments for joining WTO and arguments against joining WTO.</li></ul>	11
5	<b>Business-cycles:</b> <ul style="list-style-type: none"><li>• Concepts: Phases of business cycles, causes and Consequences</li><li>• measures to overcome effects of business cycles.</li></ul>	10
	<b>Total</b>	54

### Reference Books:

- 1) Business Environment - Francis Cherunilam , Himalaya Publication.
- 2) Indian Economy – Datt & Sundharam - S. Chand
- 5) Essentials of Business Environment – K. Ashwathappa

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## VIV.1 Food safety and standards

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

Unit. No.	Particulars	No. of Lectures
1	Food quality: physical, nutritional, microbial and sensory, quality control; Hazards in supply chain, biological, chemical and physical hazards, natural contaminants, allergens,	10
2	Food adulteration, toxicities due to hazards, Food infection and intoxication, risk analysis, and detection and epidemiology of food borne pathogens. ISO Food Safety Management Systems.potential risks of food borne bioterrorism, bioterrorism protection measures, Personal hygiene and sanitary food handling.	11
3	Quality management and quality assurance: Total quality management, good manufacturing practices, good agricultural practices, good laboratory practices; ISO. HACCP: Principles, implementation; Plan documentation, types of records	11
4	Auditing: Surveillance, audit, mock audit, third party quality certifying audit, Certification, certification procedures, certifying bodies, accrediting bodies, international bodies. Risk assessment and management during food preparation. Microbial standards of fresh and processed foods.	11
5	Concept of Quality management systems in India; Sampling procedures and plans; Food Safety and Standards Act, 2006, AGMARK, BIS, Global GAP, Global Food safety Initiative; BRC, SQF, SGS, Food Codex; Export import policy, Labeling issues. export documentation; and food safety.	11
	Total	54

### 1) Text Book:

1. W.C. Frazier and D.C. Westhoff Food Microbiology., 4<sup>th</sup> Edn. Tata McGraw-Hill Publishing Company Limited, New Delhi.
2. Ronald H. Schmidt and Gary E Food Safety Handbook.. Rodrick. 2003. John Wiley & Sons, Inc., Hoboken. New Jersey, USA.
3. R.E. Hester and R.M. Harrison Food Safety and Food Quality.. 2001. Royal Society of Chemistry, Cambridge, UK.
4. GrahamGraham, H. D The Safety of Foods (Sicherheit von Lebensmitteln).
5. Auflage. AVI Publishing Co., Inc., Westport, Connecticut (USA)
6. Owin R. Fenema Food Chemistry (New Edition).
7. S. Deshpande Handbook of Food Toxicology., CRC Press. 2002.
8. SS. Roday Food Hygiene and Sanitation.,Tata McGraw-Hill Education
9. M.R. Adams and M.O. Moss Food Microbiology.
10. Inteaz Alli Food Quality Assurance: Principles and Practices.. 2004. CRC Press, Boca Raton, FL, USA.
11. Food Plant Sanitation: Design, Maintenance, and Good Manufacturing Practices.Michael M. Cramer. 2013. CRC Press, Boca Raton, FL, USA.
12. Furia Regulatory status of Direct Food Additives. TE.1980. CRC Press.
13. Jellinek G Sensory Evaluation of Food - Theory and Practice.. 1985. Ellis Horwood.
14. Krammer A &Twigg Quality Control in Food Industry. BA.1973. Vol. I, II. AVI Publ.



# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

CBCS Syllabus - Bachelor of Business Administration (BBA)

AY 2018-2019

## XIV.2 Retail Management

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

Unit. No.	Particulars	No. of Lectures
1	<b>Introduction to Retail Management:</b> Definition, Meaning, Importance & Scope, Evolution of retailing, Benefits to national economy, Overview of Indian Retail Industry, Present scenario, Challenges, Function of retailer and wholesaler, Career Opportunities, Needs <b>Types of retailers:</b> Classification of retail formats, store formats by location, store formats by ownership, store formats by merchandise, categories, store formats by size, store formats by price, store formats and non-store formats, Traditional, Specific retail formats, Organized retailing and unorganized retailing	10
2	<b>Trends in Retailing: Special-</b> Convenience, Growing Diversity of Retailing Formats, E-Commerce, Franchise, New trends, Mail Order Catalog <b>Retail Location:</b> Retail location and retail layout – importance of location decision, Market area analysis, Factors affecting the store location, Current Location trends, Trade area analysis, Selection of city/area, selection of a specific site, Types of location, Site Evaluation, Advantages and Disadvantages, Retail layout patterns – layout guidelines, external factors and internal factors, building interiors, Internal and External Factors affecting store layout	11
3	<b>Concept of consumer goods:</b> Definition, Meaning and importance, Types of consumer goods, FMCGS – Fast Moving Consumer Goods, Product life cycle, factors affecting consumer behavior, Factors affecting n Indian Retail <b>Retail Market Segmentation:</b> Definition, Meaning, Importance, Types, Market Segment Marketing Mix, Product Mix: Definition, Meaning & Importance, Elements	11
4	<b>Retail Strategies:</b> Meaning, Business model, Steps /process of Strategy Formulation, Vision and mission, Mission, Product Positioning and Differentiation, CRM, Retail Market Communication Mix	11
5	<b>Category Management:</b> Definition, Meaning and Importance, category vision, category role, Assessment strategies, Balanced score card, Mark-ups and markdowns in merchandise management, Gross margin return on inventory (GMROI) <b>Supply chain Management:</b> Meaning, Importance and role, Objectives, Components, Categories, Reasons for carrying inventory, Inventory Management, Vendor Performance analysis, CPFR, Warehousing, Retail Logistics, <b>Channel Management:</b> definition, meaning, importance, Role, Distribution, decision <b>Branding Packaging, Labelling:</b> Meaning, Importance, Need, Elements, Process of formation, Inventory management Retail Promotional Tools, Sales Promotional Activities: Product Promotion Tools And Techniques Used By Retailer, Need, POP <b>Technology and tools:</b> Definition, Meaning, Bar-coding, RFID, Electronic payment system.	11
	Total	54

### 1) Text Book:

1. Kotler, Phillip and Gary Armstrong. Principles of Marketing. Prentice- Hall of India Pvt. Ltd, New Delhi – 110 001.
2. Prasana Chandra. Financial Management. McGraw Hill Book, New York.
3. Retailing Management Swapna Pradhan, McGraw Hill

### 2) Reference Books:

1. Burnett, John J. Promotion Management. Virender Kumar Arya for A.I.T.B.S Publisher and Distributor (Regd.) J-5/6 Krishan Nagar, Delhi – 110 051.
2. A.V.Kulkarni Distribution and Retail Management., Nirali Prakashan.