

STUDENT MANUAL

Faculty of Agri Business Management

Academic Year
2019-20



उत्तमा वृत्तिस्तु कृषिकर्मैव

INSTITUTE OF AGRI BUSINESS MANAGEMENT

Swami Keshwanand Rajasthan Agricultural University

BIKANER



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उत्तमा वृत्तिस्तु कृषिकर्मण

INSTITUTE OF AGRI BUSINESS MANAGEMENT

SWAMI KESHWANAND RAJASTHAN AGRICULTURAL UNIVERSITY

BIKANER



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PREFACE

The potential of Indian agriculture in the backdrop of emerging opportunities in the present globalized era is making it imperative to give agricultural production and post-harvest management a professional outlook. Thus, agri business management education needs to be emphasized upon to address the issues concerning both domestic and international markets through professional management approach. The Institute of Agri Business Management has emerged as a centre of higher education, training and research activities in agri business management by equipping the students with the necessary competencies to excel in their related areas.

IABM, SKRAU, Bikaner is among the leading agri business management institutes of the country contributing in training and developing agri business managers for the agriculture sector of the county. The institute is today recognized as an exclusive sectoral business school with a mission to provide professionally competent managers to shoulder responsibilities in the leading corporate/noncorporate organizations under agribusiness and allied sectors. The academic programme offered is designed to shape and develop the students as an ideal agribusiness professional.

I thank all the faculty, staff and former directors particularly Prof. Anil Kumar, Prof. A. K. Dahama, Dr. Rajesh Sharma and Dr. Y. Sudarshan for their enormous contribution in developing admirable academic atmosphere at IABM and congratulate Dr Aditi Mathur for compiling this instructive document for newly admitted students.

Wishing all the success to the students of Faculty of Agri Business Management, SKRAU, Bikaner for their future endeavor.

(N. K. SHARMA)

Director

ACKNOWLEDGEMENT

The Student Manual for the academic session 2019-20 is intended primarily to guide the newly admitted students of MBA (AB) and Ph.D. (AB) at IABM, SKRAU, Bikaner. This manual contains complete information about course curriculum, admission, rules and regulations, examinations, discipline, unfair means, award, scholarship, etc. The general information given in the manual is assumed to be correct. However, University reserves the right to make change at any time without notice in the regulations, students conduct, requirements for degree, academic programme, examination pattern, fees and any other information or statements/ rules contained in this manual. For clarification of rules, procedures, etc. the original document(s) shall have to be referred.

I thank my colleagues Dr. Vikram Yogi, Mr. Vivek Vyas and Dr. S.S. Meena, Smt. Nirmala Sankhla, Shri R. K. Yadav, Shri Deepak Mathur and students, Mr. Shubhaom Panda and Ms. Deepika Tiwari for their help and cooperation in the compilation of this manual.

(ADITI MATHUR)
Course Coordinator
IABM, SKRAU, Bikaner

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1. ABOUT UNIVERSITY

Rajasthan Agricultural University, Bikaner, formerly a part of Sukhadia University, Udaipur, became a separate entity on 1st August 1987 as a consequence of promulgation of Ordinance No. 13 of 1987 by the Government of Rajasthan and later on enacted by an Act of Rajasthan State Legislation (Act No. 39 of 1987). Considering the immense contribution of Swami Keshwanand to the education and rural upliftment, the Rajasthan Agricultural University was renamed as Swami Keshwanand Rajasthan Agricultural University in June, 2009. The university has undergone four major divisions through which the universities viz; MPUAT, Udaipur in 1999, RAJUVAS, Bikaner in 2010 and SKNAU, Jobner, Jaipur and AU, Mandore, Jodhpur in 2013 were carved out.

Swami Keshwanand Rajasthan Agricultural University, Bikaner is playing a vital role in the development of Agriculture in the broad sense and provide trained human resource, carry out need based production oriented research, adoption and propagation of new technologies in the field of Agriculture, Animal Science and Home Science so as to improve the economic conditions of the farmers of the state.

The main objectives of the University are:

- To impart education in agriculture and allied branches of study;
- Advancement of learning and research in agricultural and allied sciences;
- To undertake extension education programmes especially for farmers of the state of Rajasthan; and
- To undertake such other work, activities or projects as the University may deem proper in order to achieve the objectives for which it was established.

Swami Keshwanand Rajasthan Agricultural University integrates teaching, research and extension education to fulfill its mandates as the Agricultural University. The students are the focus of the University as they seek intellectual, personal and cultural development. The University provides high quality undergraduate and post graduate instructions in various fields of agriculture and allied branches. Presently, there are three constituent colleges of the University along with Directorate of Human Resource Development at Bikaner campus for staff training and distance education.

Constituent colleges of the university are as follows:

| Name of the Constituent College | Year of Establishment |
|---|-----------------------|
| 1. College of Agriculture, Bikaner | 1988 |
| 2. College of Home Science, Bikaner | 1988 |
| 3. Institute of Agri Business Management, Bikaner | 2000 |

University awards following degrees at Graduate & PG levels in Agriculture and allied branches.

| GRADUATE | POST GRADUATE | Ph.D. PROGRAMME |
|----------------------------------|--|-------------------------|
| 1. B.Sc.(Hons.) Agriculture | 1. M.Sc. (Agriculture) | 1. Ph.D.(Agriculture) |
| 2. B.Sc. (Hons.) Home Science | 2. M.Sc. (Home Science) | 2. Ph.D. (Home Science) |
| | 3. MBA (Agri Business) | 3. Ph.D.(Agri Business) |
| | 4. Post Graduate Diploma in Agri Input Management | |

Thirteen private agricultural colleges of Rajasthan are also affiliated with SKRAU, Bikaner.

2. INTRODUCTION OF IABM

Transformation of agriculture into a business activity is need of the hour for sustainable economic development. The use of modern technologies in areas such as specialized production, post-harvest management, promotion of value added agri products, supply chain management, marketing, etc. have become inevitable to stay competitively both markets-the domestic as well as in international. The commercialization to such an extent needs to be supported by high quality professionals who are equipped with theright amount and flavor of ASK i.e. Attitude, Skills and Knowledge. IABM is an endeavor to be a significant part of such transformation through supply of high-quality professionals and research-based inputs to the agriculture sector.

The IABM was established on January 19, 2000. IABM is the fifth academic institution in India to offer Master’s Programme in Agri Business Management. The institute was inaugurated by Shri Anshuman Singh, then the Chancellor and Governor of Rajasthan on February 1, 2001.

The students of this Institute are getting 100 per cent placement in leading corporate houses. IABM alumni of 18 Batches are mostly serving leading corporate and non-corporate organizations and few have started own entrepreneurial venture in India and abroad in different areas. The patronage extended by the leading organizations from the agribusiness and allied sectors to the students; IABM is successfully continuously managing paid summer internship, project works and placements and interactive activities.

The institute is accredited by ICAR, New Delhi and its academic program are approved by UGC and AICTE. Institute is also recognized as Best B-School amongst top colleges offering sector specific courses in Agri Business Education every year since 2013. Institute has been awarded A+ Rating in the B-School Survey – 2013 conducted by Business Management Chronicle and Online Partner CAT 100.

Former Directors of IABM

| S. No. | Name of former Directors | From | To |
|--------|--------------------------|------------|------------|
| 1 | Dr. Girish Kumar Sharma | 19/01/2000 | 06/07/2000 |
| 2 | Dr. Anil Kumar | 07/07/2000 | 25/01/2003 |
| 3 | Dr. A. K. Dahama | 25/01/2003 | 25/03/2011 |
| 4 | Dr. Rajesh Sharma | 26/03/2011 | 02/04/2016 |
| 5 | Dr. Y. Sudarsan | 02/04/2016 | 25/04/2018 |

2.1.MILESTONES

Theory should make the practice and practice should make the theory perfect. IABM constantly deploy its resources and students in the projects related to agriculture and allied sectors that give our students exposure to the theories in practices and practices into the new theories. The snapshots of the projects undertaken by the IABM are as follows:

- A 60 days training program on Agri-Clinics and Agri-Business Centres (ACABC) was conducted at IABM. The Ministry of Agriculture, Government of India, in association with NABARD with a view to create gainful self-employment opportunities to unemployed agricultural and allied sector graduates, diploma holders, intermediates in agriculture and biological science graduates with PG in Agri-related courses. It consists of class room lectures, exposure visits, hands-on experience, and preparation of detailed project reports and their submission to banks for availing loan to start agri enterprises for self-employment. The sectors are Agri business ventures ranged from dairy farming to seed farming of Agri Business.
- A 60 days training program comprising of five modules was conducted for rural youth of district Barmer in association with CAIRN India.
- Workshop on 'Poverty, Hunger, Food Security and Nutrition: From Concepts to Measurement' jointly organized by Indira Gandhi Institute of Development Research, Mumbai and Institute of Agri Business Management, SKRAU, Bikaner in March 2015
- A five years (2013-18) Network project on Market Intelligence sponsored by NIAP, ICAR
- National seminar on Agribusiness Potential of Rajasthan organized by IABM, SKRAU, Bikaner and Indian society of Agricultural Marketing, Nagpur in March, 2013.
- ICAR extramural project- Supply demand analysis of professional agricultural Human resource in Northern India.
- ICAR extramural project: Investigation on Relevance of Agribusiness Education.
- RKVY Project entitled "Digital dissemination of agriculture practices of cluster bean and gram in Hyper arid partially irrigated western plain zone of Rajasthan" since December 2016 (ongoing).
- Associated with Pradhan Mantri Yuva Yojana (Udyamita Abhiyan),MSDEand E-Cell since 2017(ongoing).
- Associated with Unnat Bharat Abhiyan of MHRD under supervision of IIT, Delhi since 2017 (ongoing). Five villages, Udaramsar, Ramsar, Raisar, Gusaisar and Napasar have been adopted under this program.
- National Agriculture Higher Education Project (NAHEP)- Innovation Grant funded by ICAR, New Delhi (ongoing).

- Market research project under Technology Mission on Coconut titled “Market analysis of Packed Tender Coconut Water in India”, funded by Coconut Development Board (ongoing).

2.2. MISSION & OBJECTIVES

MISSION

The mission of the Institute is to train and develop agri business professionals equipped with modern management practices, appropriate behavioral values, skills with aptitude and sensitivity for sustainable development of agriculture sector in the country.

OBJECTIVES

The Institute is working with the following objectives to achieve the goal of sustainable development of agriculture in general and agri business sector in particular.

- To impart quality education for development of agri business professionals with modern management techniques
- To undertake need based and problem oriented specific research in the field of agri business sector,
- To collaborate with agri industries and other academic institutions for sustainable development of agriculture sector in the country, and
- To undertake such other work, activities or projects as the Institute may deem proper in order to achieve the objectives for which it was established.

2.3. BOARD OF STUDIES (ACADEMIC YEAR 2018-19 to 2019-20)

| Name | Designation | Affiliation |
|---------------------------|---------------------------------------|----------------------------|
| University members | | |
| Dr. N. K. Sharma | Director & Faculty Chairman | IABM, SKRAU, Bikaner |
| Dr. Vimla Dunkwal | Dean, Post Graduate Studies | SKRAU, Bikaner |
| Dr. I. P. Singh | Professor, Agril. Economics & Dean | CoA, SKRAU, Bikaner |
| Dr. Dipali Dhawan | Prof., Home Sci. Extension & Dean | CHSc, SKRAU, Bikaner |
| External members | | |
| Dr. P. L. Saroj | Director | ICAR-CIAH, Bikaner |
| Dr. Avinash Vanam | Assistant Director (Crops) | DACF&W, GoI, New Delhi |
| Dr. Sunita Mehla | Professor, Agri Business Management | CCS-HAU, Hisar |
| Dr N. R. Panwar | Principal Scientist | CAZRI, Jodhpur |
| Dr. Shuchi Mathur | Assistant Director- PGDM (ABM) | CCS-NIAM, Jaipur |
| Industry personnel | | |
| Shri Arvind Ojha | Secretary, URMUL Trust | URMUL Trust, Bikaner |
| Shri Kamal Kumar | DGM, Dhanuka Agritech Ltd. | Dhanuka Agritech Ltd., New |
| Invitees | | |
| Dr. Aditi Mathur | Asst. Prof. (HRD) | IABM, SKRAU, Bikaner |
| Dr. Amita Sharma | Asst. Prof. (Quantitative Mgt. Tech.) | IABM, SKRAU, Bikaner |
| Dr. S.S. Meena | Asst. Prof. (Finance) | IABM, SKRAU, Bikaner |
| Mr. Vivek Vyas | Asst. Prof. (Marketing) | IABM, SKRAU, Bikaner |

2.4. ASSOCIATED FACULTY (ACADEMIC YEAR 2019-20)

| S.No. | Name | Designation& Affiliation |
|-------|-----------------------|---|
| 1 | Dr. Rajesh Sharma | Prof., Agril. Economics, CoA, SKRAU, Bikaner |
| 2 | Dr. Madhu Sharma | Prof., Agril. Economics, CoA, SKRAU, Bikaner |
| 3 | Dr. R. S. Yadav | Prof. Agro.& Director, DHRD, SKRAU, Bikaner |
| 4 | Dr. Veer Singh | Prof. Ento. and Director, Student Welfare, SKRAU, Bikaner |
| 5 | Dr. R K Verma | Prof, Agri Extension, DHRD, SKRAU,Bikaner |
| 6 | Dr. Chetan Rajpurohit | Prof. Library Science, SKRAU, Bikaner |
| 7 | Er. A. K. Singh | Assoc. Prof., Agri Engg., ARS, Bikaner |
| 8 | Dr. Susheel Kumar | Asst. Prof., Horticulture, KVK,Bikaner |
| 9 | Dr. Seema Tyagi | Asst. Prof., Home Sci. Ext., DPME, SKRAU, Bikaner |
| 10 | Dr. Alka Swami | Asst., Prof. Business Administration, GCET, Bikaner |

2.5.LEARNING ENVIRONMENT

- Virtual Class Rooms, Seminar Rooms, Conference Hall with latest A-V aids and lecture capture facilities.
- Library with more than 8000 books, 65 periodicals, Print and Online journals
- **E –Resources:**
 - a. **EBSCO:** The access to the subscription of Management Collection is available on access URL
URL: <http://search.ebscohost.com>
User_ID: ns145958main
Password: main
IP for IABM is already activated and you do not need any separate User ID & Password for access. Do remember to log out after using these resources.
 - b. **IndiaStat:** Online subscription of Socio- Economic Statistical Information about India on following:
URL: <http://www.indiastat.com/>
User Name: IABM
Password: neelgagan
Do remember to log out after using these resources.
 - c. **E-Books:** These e books are related to contemporary issues of management and basics. Access of these eBooks have already been started in our campus. You may check by clicking on the link provided below.To use the eBooks, no user name and password is required as this is an IP bases access, simply user needs to click on the link and start reading anywhere from the campus. You cannot use it outside the campus.
Link- <http://lib.mylibrary.com/>
- Computer laboratory, wireless internet connectivity in institute and hostels.
- Separate well-furnished hostels for boys and girls.
- **Placement Cell:** The institute’s placement cell makes every effort to assist all the students passing out to get suitable placements in wide range of organisations primarily in the corporate sector. The team of Placement cell comprises of MBA (AB) first year, second year, PhD (AB) student and faculty member from IABM. All activities take place under the guidance of faculty members. The institute has been

able to attain 100 per cent placement for its students in leading corporate and non-corporate organisations. The institute attracts the best of organisations covering important areas of management such as sales & marketing, operations, general management, consultancy, banking, commodity exchanges, human resource etc. Opportunities for placement are on increase in the agribusiness sub sectors like retail management, agri-inputs, commodity exchanges, supply chain management, micro finance, rural marketing, food processing, consultancy, agricultural trade etc.

- **Entrepreneurship Cell:** IABM has specially dedicated Entrepreneurship Cell to nurture budding entrepreneurs. The CEO of this cell is from MBA(AB) class only. A group of students from MBA(AB) first and second year, work together with faculty trainers of IABM. Courses, guest lecturers from young entrepreneurs, role plays, group discussion, mentoring, are the main activities of e-cell under flagship program of PM YuvaYojna.
- **Industrial Attachment Programme:** Students are attached to industries for live exposure and training for a period of 15 days to understand the functioning of the industry, conduct analysis and complete project requirements assigned by the industry.

2.6. PROGRAMMES OFFERED

A. Doctor of Philosophy (Agri Business) Programme

Role of MBA (AB) has been realized long back and number of institutes started offering such programme. This has created a big demand of qualified manpower in Agri Business education. IABM has taken lead and announced admission to its first batch of Ph.D. (Agri Business) from the academic session 2011-12 to fulfill this gap.

B. MBA (Agri Business) Programme

The Master of Business Administration (Agri Business) is a two-year full time residential post-graduate degree programme which grooms the students into professional managers for core areas of agribusiness and allied sectors. The programme aims at providing a comprehensive coverage incorporating the foundation, functional and elective courses relevant to management discipline, in general, and agribusiness management, in particular.

C. Post Graduate Diploma in Agri Input Management (PGDAIM)

The PGDAIM is a one-year programme depicting industry-institute interface directed towards the growth of the agribusiness sector and at the same time addresses the employment problem in relation to the agricultural graduates. The programme is conducted in collaboration with a progressive agribusiness organization, which assures placement to the participants.

3. COURSE STRUCTURE

This section covers course structure for MBA(Agri Business), PhD (Agri Business) and Post Graduate Diploma in Agri Input Management (PGDAIM)

3.1.Course Structure for MBA (Agri Business): 2019-20

Semester I

| Course No. | Course Title | Credit Hours |
|---------------------------------|--|--------------|
| Core Courses | | |
| ABM 511 | Principles of Management and Organizational Behavior | 03(3+0) |
| ABM 512 | Managerial Economics | 03(3+0) |
| ABM 513 | Managerial Accounting & Control | 03(2+1) |
| ABM 514 | Communication for Management & Business | 03(2+1) |
| ABM 515 | Research Methodology in Business Management | 03(2+1) |
| ABM 516 | Marketing Management | 03(3+0) |
| Basic Supporting Courses | | |
| ABM 517 | Computer for Managers | 02(1+1) |
| Non-Credit Course | | |
| ABN 511 | Library & Information Services | 01(0+1) |

Semester II

| Course No. | Course Title | Credit Hours |
|--|--|--------------|
| Core Courses | | |
| ABM 521 | Agri Business Environment & Policy | 02(2+0) |
| ABM 522 | Rural Marketing | 02(2+0) |
| ABM 523 | Production & Operations Management | 02(2+0) |
| ABM 524 | Human Resource Management | 02(2+0) |
| ABM 525 | Financial Management | 03(2+1) |
| ABM 526 | Business Law and Ethics | 02(2+0) |
| Basic supporting courses (Compulsory) | | |
| ABM 527 | Management Information System | 02(2+0) |
| ABM 528 | Operations Research | 03(2+1) |
| Seminar & Summer Internship / Industrial Attachment | | |
| ABM 591 | Seminar | 01(0+1) |
| D. Non-Credit Course | | |
| ABN 521 | Technical Writing & Communication Skills | 01 (0+1) |

Semester III

| Course No. | Course Title | Credit Hours |
|---|---|--------------|
| Core Courses | | |
| ABM 531 | Agri Supply Chain Management | 02(2+0) |
| ABM 532 | Strategic Management | 02(2+0) |
| ABM 595 | Summer Project | 03(0+3) |
| Industry Oriented Elective Courses | | |
| ABM 533 | Agricultural Marketing Management | 02 (2+0) |
| ABM 534 | Quality Management | 02 (2+0) |
| ABM 535 | Commodity Markets and Futures Trading | 02 (1+1) |
| ABM 536 | Banking & Insurance Management | 02 (2+0) |
| ABM 537 | Food Retail Management | 02 (2+0) |
| ABM 538 | Management of Agro Chemical Industry | 02 (2+0) |
| ABM 539 | Seed Production Technology & Management | 02 (2+0) |
| ABM 540 | Farm Power & Machinery Management | 02 (2+0) |

| | | |
|---|--|----------|
| ABM 541 | Fruit and Vegetable Production & Post Harvest Management | 02 (2+0) |
| ABM 542 | Human Resource Competence and Capacity Building Systems | 02 (2+0) |
| ABM 543 | Data Science in Agri Business | 02 (1+1) |
| 5-10 courses i.e. minimum 10 and maximum 20 credit hours | | |

Semester IV

| Course No. | Course Title | Credit Hours |
|---------------------------------------|---|--------------|
| Core Courses | | |
| ABM 544 | International Trade & Sustainability Governance | 02(2+0) |
| ABM 545 | Project Management & Entrepreneurship Development | 02(2+0) |
| Comprehensive and Project Work | | |
| ABM 593 | Comprehensive Examination | 02 |
| ABM 599 | Project Work | 10 |
| Non-Credit Course | | |
| ABN 541 | Disaster Management | 01 (0+1) |

Summary

| Course | Number | Credit hours |
|---|--------------|--------------|
| Core Courses | 16 | 39 |
| Basic Supporting | 3 | 7 |
| Non-Credit | 3 | 3 |
| Seminar | 1 | 1 |
| Elective Course | 5-10 | 10-20 |
| Summer internship / Industrial Attachment | 1 | 3 |
| Comprehensive Examination | 1 | 2 |
| Project Work | 1 | 10 |
| TOTAL | 31-36 | 75-85 |

Note:

Summer Project Work: Project work will be assigned by the company guide allotted to the students. Project report will be prepared and submitted under the supervision of the company guide and faculty guide and will be evaluated by faculty members at the time of oral presentation.

Project Work: Project work will be approved by Advisory committee and student will work under the guidance of Advisory committee.

Non-Credit Courses: Students will be evaluated in the non-credit courses after completion of the course and performance will be judged as satisfactory / unsatisfactory.

SEMESTER-I

ABM511: PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR: 03 (3+0)

OBJECTIVE: To provide an insight to meaning and concepts of management and Organizational behavior

CONTENTS:

UNIT I: Nature, Scope and Significance of management, Evolution of management thought, Approaches to management, functions of a manager, Planning- types of plans, steps, Objective, Process, Strategies, Policies, MBO, Organising- Structure and Process, Line staff, Authority and responsibility

UNIT II: Staffing- Recruitment and selection, Directing- Training, Communication and Motivation, Controlling- Significance, Process, Techniques, Standards and Benchmarks, Management Audit

UNIT III: Nature, Scope and significance of Organizational Behavior, Evolution and historical background of OB; Models of OB, Micro Organizational Behavior; Personality, Perception, Learning, Emotions, Attitude, Johari Window, Self-leadership

UNIT IV: Motivation: Theories of Motivation, Motivational practices at workplace, Interpersonal relationships; Transactional analysis, Leadership; leadership theories, leadership styles and effective leader, Group Dynamics; Types of groups, Group Formation and Group Decision making and Team building

UNIT V: Understanding and managing Organisational Culture, Managing organizational change, power and Political Behaviour in Organisations, Conflict Management, Negotiation and Stress Management, Concept of Organisational Development

SUGGESTED READINGS:

1. Stephen P. Robbins, Mary Coulter & Neharika Vohra. 2010. *Management*. Pearson Education.
2. Heinz Weihrich, Mark V. Cannice & Harold Koontz. 2015. *Management, A Global, Innovative and Entrepreneurial Perspective*, 14th Edition, McGraw Hill Education Pvt Ltd.
3. James G. Beierlein, Kenneth C. Schneeberger, Donald D. Osburn. 2014. *Principles of Agribusiness Management*. Fifth edition. Waveland Press
4. Neck, C. P., Houghton, J.D. and Murray E.L., 2017. *Organizational behavior*, Sage Publication India Private Limited.

ABM 512: MANAGERIAL ECONOMICS:03 (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: Consumer theory. 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 functions.

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: The national income; circular flow of income: consumption, investment and saving; money-functions, demand & supply; inflation; economic growth; business cycles and business policies; business decisions under uncertainty.

SUGGESTED READINGS:

1. Baumol WJ. 2015. *Economic Theory and Operations Analysis*. 4th Edition, Prentice Hall of India.
2. Craig PH & Chris LW. 1996. *Managerial Economics*. Prentice Hall of India.
3. Dernberg TF. 1985. *Macro Economics: Concepts, Theories and Policies*. 7th Edition, McGraw Hill.
4. Koutsoyiannis A. 2003. *Modern Micro Economics*. Mac Millan Press.
5. Dwivedi DN. 2015. *Managerial Economics*. 8th Edition, Vikash Publishing House.
6. Gupta GS. 2015. *Managerial Economics*. Tata McGraw Hill.
7. Salvatore D. Srivastav R. 2015. *Managerial Economics*. 8th Edition, Oxford University Press.

ABM 513: MANAGERIAL ACCOUNTING AND CONTROL: 03 (2+1)

OBJECTIVE: To expose the students to the concepts to the concept and methods of financial and management accounting for efficient business management.

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. Accounting software.

UNIT III: Managing Accounting-Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting, Analysis of Financial Statements- ratio, time series, common size and Du-Pont analysis., Comparative and Common Size Statements, Cash Flow and Fund Flow Analysis.

UNIT IV: Cost Accounting- Nature, Course, 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; determinations of standard cost, variance analysis – material labour and overhead.

UNIT V: Budget and budgetary control- meaning uses and limitations, budgeting and profit planning, different type of budget and their preparations sales budget, purchase budget production budget cash budget, flexible budget and master budget and zero-base budgeting. Merger & acquisitions. Tax system – GST.

SUGGESTED READINGS:

1. Khatri D., 2017. *Accounting for Management*, Tata McGraw Hill. New Delhi.
2. Khan M.Y.& Jain P.K. 2004. *Management Accounting*. Tata McGraw Hill. New Delhi.
3. Maheshwari SN & Maheshwari SK. 2018. *Financial Accounting*. 6th Edition, Vikas Publ. House.
4. Agarwal M.L. & Gupta K.L. 2018. *Cost Accounting*, 46th Edition, Sahitya Bhawan Publications.
5. Grewal T.S., 2000. *Double Entry Book Keeping*, Sultan Chand & Sons, Educational Publishers New Delhi.
6. Lal J. and Shrivastav S. 2013. *Cost Accounting*, 5th Edition, Tata McGraw Hill, New Delhi.
7. Shim J.K. & Siegel J.G. 1999. *Financial Accounting*. 2nd Edition, Schaum's Outline.
8. Jain S P and Narang K L, 2014. *Financial Accounting*. 12th Edition, Kalyani publisher.
9. Sharma R.K. and Gupta S.K., 2018. *Management Accounting* 13th Edition, Kalyani Publisher.

ABM 514: COMMUNICATION FOR MANAGEMENT AND BUSINESS: 02 (1+1)

OBJECTIVE: The course aims to make students proficient in written as well as in oral communication with focus on business related communication.

CONTENTS:

UNIT I- Introduction to communication: Communication process, barriers to communication, methods of communication, effective communication, assertive communication, types of organisational communication.

UNIT II- Speaking, listening and nonverbal communication: Use of modern business language, Basic English grammatical rules, body language, self- concept and communication, telephonic conversation, essentials of business conversations.

UNIT III- Visual and Oral communication skills: Visual presentation, oral presentation skills, conducting business meetings, brain storming sessions and presentations, public speaking skills.

UNIT IV- Business Writing Communication: rules of good writing, business letter writing, memos, fax messages, e-mail writing, reports, business meeting agenda and minutes, circulars and sales letters, notices, overview of report writing.

UNIT V- Developing managerial skills: Developing self-awareness (Johari Window), managing personal stress, solving problems analytically and creatively, developing interpersonal skills (transactional analysis)

SUGGESTED READINGS:

1. Cardon Peter W., 2015. *Business Communication, Developing leaders for a networked world*, Mc Graw Hill Education.
2. Chaturvedi P. D & Chaturvedi M., 2017. *Business Communication, Skills, Concepts, Cases and Applications*, Pearson India Education.
3. Bovee Courtland L., Thill John V. & Chaterjee Abha, 2013. *Business Communication Today*, 10th Edition, Pearson Education.
4. Bovee. 2008. *Business Communication Today*. 7th Edition, Pearson Education.
5. Brown L. 2006. *Communication Facts and Ideas in Business*. Prentice Hall.
6. Lesikar. 2004. *Basic Business Communication*. McGraw Hill.
7. Ramchandran, Lakshmi & Karthik. 2007. *Business Communication*. Macmillan.

ABM 515: RESEARCH METHODOLOGY IN BUSINESS MANAGEMENT: 03 (2+1)

OBJECTIVE: To develop an understanding of research methodology related to efficient business management.

CONTENTS:

UNIT I: Meaning, Course Objective, types, and process of research; research methodology in management- exploratory, descriptive, experimental, diagnostic, Problem formulation, setting of Course Objective, formulation of hypotheses, models, types of models, process of modeling.

UNIT II: Scales of measurement - nominal, ordinal, interval, ratio, Likert scale and other scales; Primary and secondary data, sources of data, Questionnaire Designing, instruments of data collection, data editing, classification, coding, validation, tabulation, presentation, analysis, development process of scale, identification of variables, variable measurement, variable standardization.

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

UNIT IV: Role and uses of quantitative techniques in business decision making, Frequency Distribution, Measures of Central Tendency, Measures of Variation, Skewness and Kurtosis, Probability Distribution, correlation, simple and multiple regression, Discriminant and dummy variable analysis.

UNIT V: Index Numbers, Hypothesis testing, ANOVA, Factor analysis, cluster analysis, conjoint analysis, multi-dimensional analysis etc., Report writing: Types of report, essentials and contents of good report writing, use of software for statistical analysis

SUGGESTED READINGS:

1. Malhotra N. K. & Das S., 2015. *Marketing Research- An Applied Orientation*, 7th Edition. Pearson Education.
2. Albright Christian S, Winston Wayne & Zappe Christopher. 2005. *Data Analysis and Decision Making Using Microsoft Excel*. South-Western College Publication.
3. Kumar Ranjit. 2014. *Research Methodology- A Step-by-Step Guide for Beginners* (4th ed.), SAGE Publications.
4. George Argyrous, 2005. *Statistics for research: With a guide to SPSS* (2nd ed.): Sage Publications London.
5. Panneerselvam R. *Research Methodology* 2nd Edition, 2014, PHI Learning, New Delhi.
6. Cooper DR & Schindler PS. 2014. *Business Research Methods*. 12th Edition, McGraw Hill International Edition.
7. Kothari C. R. & Garg G. 2019. *Research Methodology: Methods and Techniques*. 4th Edition, New Age International Publishers.
8. Glenn J.C. 2010. *Hand book of Research Methods*. Oxford Book Company.

ABM 516: MARKETING MANAGEMENT: 03 (3+0)

OBJECTIVE: To develop an understanding of the basic concepts, tools, and functions of marketing.

CONTENTS:

UNIT I: Introduction and Concept/ philosophies of Marketing Management; Marketing Environment; Strategic Marketing, Marketing Mix, Market Segmentation, Targeting and Positioning; Buyer Behavior, Marketing Organization and Control.

UNIT II: Marketing Research, Marketing potential and forecasting, Marketing Information System, Classification of Products, Product levels, New Product Development, Product Life Cycle; Product Line and Product Mix management

UNIT III: Factors affecting prices; Pricing Policies and Strategies; Pricing Methods, Dealing with competition.

UNIT IV: Types of Distribution Channels; Functions of Channel Members; Channel Management Decisions.

UNIT V: Promotion Mix; Introduction to Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations and Direct marketing, Branding, Packaging and labeling managing integrated marketing promotion, Customer Relationship Management, Marketing in 21st Century: Implication of recent economic conditions.

SUGGESTED READINGS:

1. Kotler P. Keller K, Koshy A. & Jha M. 2013. *Marketing Management–Analysis, Planning, Implementation and Control*. Pearson Education.
2. McCarthy 2003. *Marketing Management*. Tata McGraw-Hill.
3. Saxena R. 2009. *Marketing Management*. 4th Edition, McGraw Hill.
4. William Perreault Jr., Mc Carthy E. Jerome., 2006. *Basic Marketing: A Global Marketing Approach*, Tata McGraw Hill.
5. Ramaswamy VS & Namakumari S. 2002. *Marketing Management*. 5th Edition, Mac Millan India.
6. Gandhi J.C. 1985. *Marketing: A management introduction*, Tata Mc-Graw-Hill Publishing Company Ltd., New Delhi.

ABM 517: COMPUTERS FOR MANAGERS: 02 (1+1)

OBJECTIVE: To acquaint the students with the knowledge and use of computers and application of computers in managerial decisions.

CONTENTS:

UNIT I: Concept of Computers- Brief History of Computers, Generation and Its Evolution, Characteristics of Computers, Classification of Computers , CPU and other Hardware Devices, Main Areas of Computers and their Applications; Types of Computers – Analog, Digital, Hybrid, General Purpose and Special Purpose Computers, Micro Computers, Mini-Computers, Main-frame Computers, and Super Computers, Input-Output Devices, Storage Units (Disks, CD-ROM, DVD-ROM, Blue Ray Disk and tapes), Memory Types (Cache, RAM, ROM), Memory Units, Generation and types of Microprocessor.

UNIT II: Communication, Media, Modems & Channels - LAN, MAN & WAN - Network Topologies, TCP/IP fundamentals, Internet, Intranet and Extranet, The World-Wide Web. Wireless technologies like Wi-Fi and Bluetooth. Client Server Systems, Introduction to DNS, DHCP, FTP, HTTP. Introduction to internet and search engines; Introduction to agri-portals like agriwatch.com, agmarknet.nic.in, echaupal.com.

UNIT III: Security and ethical challenges: Ethical responsibilities of Business Professionals. Computer crime – Hacking, cyber theft, unauthorized use at work. Piracy – software and intellectual property. Privacy – Issues and the Internet Privacy. Challenges – working condition, individuals. Health and Social Issues, Ergonomics and cyber terrorism.

UNIT IV: Software – System Software and Application Software, Open source software, introduction to computer languages, Introduction to Operating Systems – Functions, Features and Types., MS Windows and LINUX. Data Base Management System, Objectives of Data Base, Advantages & Disadvantages of DBMS, Role of DBA. MS Office (MS Word, MS Power Point, MS Excel, MS-Access and use of various management software's Like SPSS, SAS etc.

UNIT V: Uses of Computer in Research e.g. Marketing research, financial research, operation research, etc.

SUGGESTED READINGS:

1. Lucas. 2004. *Information Technology for Management*. McGraw Hill.
2. Norton P. 1998. *Introduction to Computers*. 2nd Edition. Tata McGraw Hill.
3. Rajaraman V. 2006. *Introduction to Information Technology*. Prentice Hall of India.
4. George Argyrous, 2005. *Statistics for Research: With a guide to SPSS* (2nd ed.): Sage Publications London.

ABN 511: LIBRARY AND INFORMATION SERVICES – Non-Credit :(0+1)

OBJECTIVE: To equip the students with necessary skills for efficient use of the library and information services.

CONTENTS:

UNIT I: Introduction to library and information services at different types of Libraries & Information Centres; Role of libraries in education, research and technology transfer;

UNIT II: Organizational Setup of different types of libraries; Subject Classification Systems; Kinds of Information Sources - Primary, Secondary and Tertiary;

UNIT III: Intricacies of Abstracting and Indexing Services (Science Citation Index, Biological Abstracts, Chemical Abstracts, CABI Abstracts, etc.); Textual & Non-Textual Reference Sources & Tracing information from these Sources; Literature Survey;

UNIT IV: Citation Techniques; Preparation of Standard Bibliography; Using CD-ROM Databases; Computerized/Automated Library Services, Online Public Access Catalogue (OPAC)

UNIT V: Exploring Internet including search engines, Web based Information Sources; E-Consortium based access.

SUGGESTED READINGS:

1. Sharma C.K. and Singh K., 2005. *Library Management*, Atlantic Publishers and Distributors, New Delhi.
2. Kaushik, S.K, *A Practice Approach*, Ess Publications, New Delhi.
3. Srivastava S.N and Veena S. C., *University Library in India*, Vikas Publications, New Delhi.

SEMESTER II

ABM 521: AGRIBUSINESS ENVIRONMENT AND POLICY: 03 (3+0)

OBJECTIVE: To expose the students to the environment in which the agri-business is conducted.

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: Agribusiness – definition and nature, components of agribusiness management, changing dimensions of agricultural business. 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. Agricultural price and marketing policies; public distribution system and other policies.

UNIT V: Agribusiness and ecosystem management, organizational ethics, corporate governance and ethical leadership. Corporate and environment issues including carbon markets and Clean Development Management (CDM).

SUGGESTED READINGS:

1. Adhikary M, 2012. *Economic Environment of Business*. S. Chand & Sons.
2. Francis Cherunilam, 2011. *Business Environment*. Himalaya Publication.
3. Barnard FL, Akridge JT, Dooley FL, Foltz JC & Yeager EA, 2012. *Agribusiness Management*, 4th Edition, Routledge.
4. Aswathappa K., 2009. *Essentials of Business Environment*, Himalaya Publications.
5. Kodekodi G.K. and Viswanathan B., 2009. *Agricultural Development, Rural Institution & Economic Policy*, Oxford University Press.
6. Acharya SS & Aggarwal NL, 2017. *Agricultural Marketing in India*. 6th Edition, Oxford & IBH.

ABM 522: RURAL MARKETING: 02 (2+0)

OBJECTIVE: 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 V/S urban market.

UNIT II: Environmental factors - socio-cultural, economic, demographic, technological and other environmental factors affecting rural marketing. Rural finance – concept, demand, banking model etc

UNIT III: Rural consumer's behaviour - behavior of rural consumers and farmers; buyer characteristics and buying behaviour; 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; marketing mix, product mix, pricing Course Objective, pricing policy and pricing strategy, distribution strategy. Rural retailing and modern format stores

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. Kashyap P., 2011. *Rural Marketing*. Pearson Education, New Delhi.
2. Kotler P. Keller K, Koshy A. & Jha M. 2013. *Marketing Management–Analysis, Planning, Implementation and Control*. Pearson Education.
3. Ramaswamy VS & Nanakumari S., 2002. *Marketing Management*. 2nd Edition, Mac Millan India.
4. Krishnamacharyulu & Ramakrishnan, 2010. *Rural Marketing: Text and Cases*. 2nd Edition Pearson Education.
5. Singh S., 2004. *Rural Marketing: Focus on Agricultural Inputs*. Vikas Publishing House.
6. Kumar D. and Gupta P., 2017. *Rural Marketing: Challenges and Opportunities*. Sage Publications.

ABM 523: PRODUCTION & OPERATIONS MANAGEMENT: 02(2+0)

OBJECTIVE: This course aims towards imparting knowledge of the basic concepts, tools and functions of production and operations management.

CONTENTS:

UNIT I: Nature and Scope of Production and Operations Management; Its relationship with Other Systems in the Organization; Factors Affecting System and Concept of Production and Operation Management; Facility location, Types of Manufacturing Systems and Layouts, Layout Planning and Analysis.

UNIT II: Productivity Variables and Productivity Measurement, Production Planning and Control, Mass Production, Batch Production, Job Order Manufacturing, Product Selection, Product Design and Development, Process Selection, Capacity planning.

UNIT III: Scheduling, Maintenance Management Concepts, Work Study, Method Study, Work Measurement, Work Sampling, Work Environment, Industrial Safety, human-machine interface, types of interface designs. Cloud operations management.

UNIT IV: An Overview of Material Management, Determination of Material Requirement, Purchase Management, Store Management, Logistics management, Material Planning and Inventory management, JIT, Safety Management.

UNIT V: Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, ISO standards and their Importance, Introduction to re-engineering, value engineering, check sheets, Pareto charts, Ishikawa charts, Total Quality management, Six Sigma, Lean Management, Reliability Engineering, Safety Engineering, Fault Tree Analysis.

SUGGESTED READINGS:

1. Bedi K., 2013. *Production and Operation Management*. 3rd Edition, Oxford University Press.
2. Panneerselvam K, 2012. *Production and Operations Management*. 3rd Edition, Prentice Hall India Learning Private Limited.
3. Chary S. N, 2017. *Production and Operations Management*. 5th Edition, McGraw Hill Education.
4. Adam & Ebert, 2006. *Production and Operations Management: Concepts, Models and Behaviour*. 5th Edition, Prentice Hall of India.
5. Buffa E.S., 2008. *Modern Production Operations Management*. 6th Edition, Wiley India.
6. Stevenson W.J., 2014, *Operations Management*, 12th Edition, McGraw-Hill.

ABM 524: HUMAN RESOURCE MANAGEMENT: 02 (2+0)

OBJECTIVE: To expose the students to the human resource management practices and their utility for managers.

CONTENTS:

UNIT I: Introduction to Human Resources Management; Human Resource Planning- Nature and Significance, Job Analysis, Job Description, job Specification, Job enlargement, Job enrichment, Job rotation, Job evaluation.

UNIT II: Recruitment and Selection Process, Induction, Training and Human Resource Development-Nature, Significance, Process and Techniques, Internal mobility including Transfers, Promotions, employee separation.

UNIT III: Performance Appraisal – Significance and methods, Compensation management, Wage and Salary Administration - Course Objective; Wage Fixation; Fringe Benefits, Incentive Payment, bonus, and Profit Sharing.

UNIT IV: Industrial Relations-Role and Status of Trade Unions; Collective Bargaining; Worker's Participation in Management, Career planning and employee retention.

UNIT V: Quality of work life, employee welfare measure, Disputes and grievance Handling Procedures; Arbitration and Adjudication; Health and Safety of Human Resources; Human Resources accounting, Human Resources outsourcing.

SUGGESTED READINGS:

1. Dessler G. & Varkkey B., 2016. *Human Resource Management*, 14th Edition, Pearson India.
2. Rao VSP., 2010. *Human Resource Management, Text and Cases*, 3rd Edition, Excel Books.
3. Ashwathapa K., 2016. *Human Resource Management, Text and Cases*. Tata McGraw Hill.
4. Kavanagh M.J., Thite M. & Johnson R.D., 2016. *Human Resource Information Systems*. Sage Publications.
5. Rao S. P., 2004. *Essentials of Human Resource Management and Industrial Relations*. Himalaya Publishing House.

ABM 525: FINANCIAL MANAGEMENT: 03 (2+1)

OBJECTIVE: To make students proficient in concepts and techniques of financial management.

CONTENTS:

UNIT I: Introduction to Financial Management, Its meaning and functions, Interface of financial management with other functional areas of a business. Measures of Return and Risk. Determinants of required rate of return, Relationship between Risk and Return. Risk Analysis and its measures.

UNIT II: Capital Structure, Determinants of size and composition of Capital Structure, Capital Structure Theories; Long term financing and Cost of Capital.

UNIT III: Working Capital Management, Determinants of Size and Composition of Working Capital, Cash and receivables management, Working Capital Management Theories, Financing of Working Capital.

UNIT IV: Financial planning and Forecasting, Financial planning for mergers & acquisition, Capital Budgeting, Undiscounted and Discounted cash flow methods of Investment Appraisal; - Urgency, Pay Back periods, ARR, NPA, IRR, Portfolio Analysis, B.C. Ratio, Sensitivity Analysis., Hybrid finance and lease finance.

UNIT V: Business Financing System in India, Securities and Stock Exchange, Money and Capital Markets, Regional and All - India Financial Institutions; Management of Financial Institutions, Matnemeganof cooperativesnoitutitsni , venture capital financing and its stages, micro finance and International financial management.

SUGGESTED READINGS:

1. Pandey I.M., 2015. *Essentials of Financial Management*. Vikas Publishing House.
2. Khan M.Y. & Jain P.K., 2014. *Financial Management: Text, Problems and Cases*. McGraw Higher Education.
3. Chandra P., 2000. *Financial Management*. Tata McGraw Hill.
4. Agarwal M.R., 2002. *Financial Management*. 1st Edition, Garima Publications, Jaipur.
5. Ramachandran N. and Kakani R. K., 2005. *Financial Accounting for Management*. Tata McGraw Hill.
6. Van Horne J. C., 1997. *Financial Management and Policy*. Prentice Hall.
7. Gordon E. and Natarajan K., 2016. *Financial Markets and Services*. 10th Edition Himalaya Publishing House.
8. Reddy G.S., 2010. *Financial Management*. Himalaya Publishing House.

ABM 526: BUSINESS LAWS AND ETHICS: 02 (2+0)

OBJECTIVE: To expose the students to have an understanding of various ethical issues and laws affecting business.

CONTENTS:

UNIT I: Introduction to Indian legal system, The Indian Contract Act-1872: Contract-meaning, nature, significance, types of contract, essentials of a valid contract, offer and acceptance, capacity to contract, free consent, performance of contract.

UNIT II: Companies Act-1956: incorporation, commencement of business, types of companies, management, winding of companies, Negotiable Instruments Act.

UNIT III: Essential Commodities Act, APMC Act, Consumer Protection Act, RTI Act, MRTP Act- major provisions and implications.

UNIT IV: Factory Act, Labour laws, Industrial dispute Act.

UNIT V: Nature and importance of ethics and moral standards; corporations and social responsibilities, scope and purpose of business ethics; Ethics in business functional areas; industrial espionage; solving ethical problems; governance mechanism.

Suggested Readings

1. Mathur S B 2010. *Business Law*. Tata McGraw Hill Education. Pvt Ltd.
2. Gulshan S S& Kapoor G K. 2003. *Business Law including Company Law*. 10th Edition. New Age Publ.
3. Kapoor N D. 2005. *Business Law*. S. Chand & Sons.
4. Tuteja S. K., 2005. *Business Law for Managers*. S. Chand & Sons.
5. Tulsian, P. C., and Tulsian, B., 2015, *Business Law*. TMH, New Delhi.
6. Fernando A.C., 2012. *Business Ethics and Corporate Governance*. Pearson India Private Limited.
7. Khanka S.S., 2014. *Business Ethics and Corporate Governance*. S. Chand and Sons.

ABM 527: MANAGEMENT INFORMATION SYSTEMS: 02 (2+0)

OBJECTIVE: To develop an understanding of the basic concepts, development, functions and usage of MIS for efficient management.

CONTENTS:

UNIT I: The concept of MIS – Definition, importance, Course Objective, pre-requisites, 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: Development of MIS for an organization – The concept and stages of System Development Life Cycle.

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

UNIT V: Information Technology– concept, applications, advantages and pre-requisites, Choice of Information Technology, Social and Legal Dimension of IT.

SUGGESTED READINGS:

1. O'Brien, J., Marakas G.M., & Behl, R., 2017. *Management Information System*. 9th Edition, McGraw Hill Education.
2. Prasad L. M., & Prasad U., 2015. *Management Information System*. Sultan Chand and Sons, New Delhi.
3. Laudon K., & Laudon J.P., 2016. *Management Information Systems- Managing the digital Fir.*, 14th Edition, Pearson India
4. Wali O.P., 2015. *Information Technology for Management, Advancing Sustainable, Profitable Business Growth*, Wiley Publications.
5. Jaiswal M. & Mittal M., 2005. *Management Information System*, Oxford Press.

ABM 528: OPERATIONS RESEARCH: 03 (2+1)

OBJECTIVE: To acquaint the students with the applications of important operations research techniques for better understanding to solve business problems.

CONTENTS:

UNIT I: Linear Programming: Objective, Assumptions, Formulation of Linear Programming Problem, Data Envelopment Analysis, Graphic Method, Simplex method, Introduction to Dynamic Programming, 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, and Hybrid System.

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, stochastic models, neural networks, markow process.

UNIT V: Game Theory - Two -Person Zero-Sum Game, Simulation, Network analysis – PERT & CPM. Financial Engineering

SUGGESTED READINGS:

1. Vohra N.D., 2017. *Quantitative Techniques in Management*. McGraw Hill Education.
2. Rathindra P. S., 2010. *Operations Research: Algorithms and Applications*. 1st Edition, PHI Learning.
3. Kapoor V.K., 2011. *Operation Research: Quantitative Techniques for Management*. Sultan Chand & Sons.
4. Prabhakar P. and Pai P. P., 2012. *Operations Research*. OUP India.
5. Sharma J.K., 2012. *Operations Research: Theory and Application*. 5th Edition, Laxmi Publications.
6. Cook TM & Russell RA., 1989. *Introduction to Management Science*. Prentice Hall.
7. Taha H. A., 2014. *Operations Research - An Introduction*. 9th Edition, Prentice Hall.
8. Wagner H.M., 2005. *Principles of Operation Research*. Prentice Hall.

ABN 521: TECHNICAL WRITING AND MANAGEMENT SKILLS: 1(0+1)

OBJECTIVE: To equip the students with skills for better technical and scientific communication and also to develop managerial skills for excellence.

CONTENTS:

UNIT I- Technical Writing: Various forms of scientific writings, theses, technical papers, reviews, manuals, research work **Various parts of thesis and research communication** Title page, authorship, contents, preface, introduction, review of literature, material and methods, experimental results and discussion

UNIT II- Writing of abstracts: Summaries, précis, citations etc. Use of illustrations, photographs and drawings, pagination, numbering. Editing and proof-reading. Writing a review article and book summary

UNIT III- Contemporary issues in business communication: Meetings and conference: Planning and conducting meetings, meeting process, Minutes of meeting, planning a conference, seminar, effective meetings via video conferencing, web conferencing etc

UNIT IV: Participation in Group discussion, facing an interview, types of interviews, formal presentation and team presentations. Presenting a scientific paper

UNIT V: Interpersonal skills and Group skills: Building relationships by communicating supportively, Gaining power and influence, motivating others, managing conflict, empowering and delegating, building effective teams and teamwork, leading positive change

SUGGESTED READINGS:

1. Day, Robert A. and Gastel, B., 2006. *How to Write and Publish a Scientific Paper*. 6th Edition, Cambridge University Press, U.K.
2. Matthews, Janice R. and Matthews, Robert W. 2008. *Successful Scientific Writing*. 3rd Edition, Cambridge University Press, U.K.
3. Turk, Christopher and Kirkman, John 1994. *Effective Writing*. 2nd Edition, E&FN Spon, London.
4. Lucas, S.E. 2007. *The Art of Public Speaking*. 10th Edition, McGraw-Hill.

SEMESTER III

ABM 531: AGRI SUPPLY CHAIN MANAGEMENT: 02 (2+0)

OBJECTIVE: To introduce the students to the concepts, processes and framework of agricultural supply chain management.

CONTENTS:

UNIT I: Supply Chain: Changing Business Environment; SCM: Present Need; Conceptual Model of Supply Chain Management; Evolution of SCM; SCM Approach; Traditional Agri. Supply Chain Management Approach; Modern Supply Chain Management Approach; Elements in SCM. Innovations in Global Agri-SCM

UNIT II: Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management. SCM Metrics/Drivers and Obstacles.

UNIT III: Procurement Management in Agri. Supply chain: Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, Classification of Purchases Goods or Services, Traditional Inventory Management, Material Requirements Planning, Just in Time (JIT), Vendor Managed Inventory (VMI).

UNIT IV: Logistics Management: History and Evolution of Logistics; Elements of Logistics; Management; Distribution Management, Distribution Strategies; Pool Distribution; Transportation Management; Fleet Management; Service Innovation; Warehousing; Packaging for Logistics, Third-Party Logistics (TPL/3PL); GPS Technology.

UNIT V: Concept of Information Technology: IT Application in SCM; Advanced Planning and Scheduling; SCM in Electronic Business; Role of Knowledge in SCM; Performance Measurement and Controls in Agri. Supply Chain Management- Benchmarking: introduction, concept and forms of Benchmarking.

UNIT VI: Case Studies on the following:

- (a) Green Supply Chains.
- (b) Global Supply Chains.
- (c) Coordination in a SC. Value of and distortion of information: Bullwhip effect
- (d) Sourcing and contracts in SC
- (e) Product availability with uncertain demand.
- (f) Inventory planning with known /unknown demand.
- (g) Cases from FAO/IFPRI etc.

SUGGESTED READINGS:

1. Altekar R.V., 2012. *Supply Chain Management: Concepts and Cases*. Prentice Hall of India.
2. Monczka R., Trent R., & Handfield R., 2011. *Purchasing and Supply Chain Management*. Cengage Learning.
3. Van Weele A.J., 2009. *Purchasing and Supply Chain Management Analysis, Planning and Practice*. Cengage Learning.
4. Acharya, S. S., and Agarwal, N. L., 2011. *Agricultural marketing in India*. Oxford and IBH.
5. Chopra, S., Meindl, P. and Kalra, D. V., 2016. *Supply Chain Management: Strategy, Planning and Operation*. Pearson Education India.
6. Mohanty R.P., 2010. *Indian Case studies in Supply Chain Management & Other Learning Resources*. Oxford Press.
7. Chandrasekaran N., 2010. *Supply Chain Management: Process, system & Practice*. Oxford Press.
8. Singh S., 2009. *Organic Produce Supply Chains in India- Organisation and Governance*. Allied Publications.

ABM 532: STRATEGIC MANAGEMENT: 02(2+0)

OBJECTIVE: The objective of this course is to provide students a strategic orientation in conduct of the business and to develop a holistic perspective of an organization and to enable the students to analyse the strategic situation strategies in general and functional management areas. Review of various researches done in this field and their presentations will equip the students to take decisions in with holistic approach.

CONTENTS:

UNIT I: Introduction - Concepts in Strategic Management, Strategic Management Process; Levels of approaches to strategic decision making; Environment-concept, components and appraisal

UNIT II: Organization appraisal and strategy formulation - organizational dynamics and structuring organizational appraisal, SWOT analysis formulation- corporate level strategies and business strategies, Tools and techniques for strategic analysis. Generic Strategies- Strategy Formulation - Types of Strategies

UNIT III: Strategy implementation - aspects, structures, design and change: behavioural implementation-leadership, culture, value and ethics.

UNIT IV: Turnaround and Diversification Strategies - Turnaround strategy - Management of Strategic Change, Strategies for Mergers, Acquisitions, Takeovers and Joint Ventures - Diversification Strategy

UNIT V: Functional implementation - functional strategies, plans and policies; strategic evaluation and control-an overview and techniques of strategic evaluation and control.

SUGGESTED READINGS:

1. Wheelen T.L., & Hunger J.D., 2012, *Strategic Management & Business Policy, towards Global Sustainability*. 13th Edition, Pearson Education.
2. David F. R., & David F. R., 2016. *Strategic Management, Concept and Cases*. 15th Edition, Pearson Education.
3. Thompson A., Peteraf, A. A., and Gamble, J. E., 2015. *Crafting and Executing Strategy*. McGraw Hill.
4. Stead, J. G. and Stead, E. W., 2014. *Sustainable Strategic Management*. Routledge Taylor & Francis Group.
5. Kazmi A. 2015. *Strategic Management*. 4th Edition, McGraw Hill.
6. Srinivasan R. 2014. *Strategic Management*. 5th Edition, PHI Learning.

ELECTIVE COURSES

INDUSTRY ORIENTED ELECTIVE COURSES

ABM 533: AGRICULTURAL MARKETING MANAGEMENT: 02(2+0)

OBJECTIVE: To provide the students an understanding of concepts, policies, strategies and decisions relating to marketing that can be associated with agribusiness organizations.

CONTENTS

UNIT I: Meaning and scope, agricultural marketing and economic development; Agricultural market structure – meaning, components and dynamics of market structure; agricultural marketing and economic development, functions of agricultural marketing

UNIT II: Benefits of infrastructural developments in the field of agricultural marketing; physical Infrastructure; institutional infrastructure- Public Sector Institutions (Regulatory Central/State Institutions for marketing of agricultural produce, Agencies for warehousing, Other important organisations in Agricultural Marketing Government/ Government Sponsored Autonomous Bodies), Co-operative Institutions in Agricultural Marketing

UNIT III: Product management; pricing policies; promotional management; distribution management in agricultural output marketing; marketing strategy – meaning & significance, formulation of marketing strategy, design of marketing mix, market segmentation and targeting, determinants of consumer's behavior.

UNIT IV: Marketing management of products from plant origin, products from animal origin and processed products; export potential of agro-based products

UNIT V: Marketing management of farm inputs-fertilizers, seeds, plant protection chemicals, electricity, farm machinery

SUGGESTED READINGS:

1. Acharya, S. S. and Agarwal, N. L., 2011. *Agricultural Marketing in India*. 4th Edition, Oxford & IBH.
2. Kohls R.L., &Ujh J.N., 2005. *Marketing of Agricultural Products*. 9th Edition, Prentice Hall.
3. Krishnamacharyulu C., &Ramakrishan L., 2002. *Rural Marketing*. Pearson Education.
4. Sharma P., 2010. *Agri-Marketing Management*. Daya Publishing House

ABM 534: QUALITY MANAGEMENT: 02 (2+0)

OBJECTIVE: The course will help the students to have an understanding of the quality standards in agribusiness

CONTENTS:

UNIT I: Basic concepts of quality management, importance of quality and the role of quality assurance in agribusiness.

UNIT II: TQM and business strategy. Quality control process and its relevance.

UNIT III: Quality grades and standards; overview and relevance, benefits to consumers, producers and food processors, food grades and standards for various food commodities; cereals, fruits and vegetables, meats, poultry products.

UNIT IV: Statistics relevant to quality control, quality control charts used in the food industry, process control to assure food quality, food processing.

UNIT V: Food quality standards and world food trade. HACCP, ISO9000, auditing and certification.

SUGGESTED READINGS:

1. Kemp S., 2005. *Quality Management-Demystified*, 1st Edition, Mc Graw Hill Publications.
2. Mohanty R. P. & Lakhe R. R., 2005. *Handbook of Total Quality Management*. Jaico Publishing House.
3. Besterfield D. H., 2004. *Quality Control*, 9th Edition, Pearson Prentice Hall.
4. Kanishka B., 2006. *Quality Management*, 1st Edition, Oxford University Press India.
5. Acharya S.S. & Aggarwal N.L., 2017. *Agricultural Marketing in India*. 6th Edition, Oxford & IBH.
6. Early R., 1995. *Guide to Quality Management Systems for Food Industries*. Springer Publications.
7. Jelen P., 1985. *Introduction to Food Processing*. Reston Publishing.
8. P. J. Fellows, 2016. *Food Processing Technology Principles and Practice*, 4th Edition Woodhead Publishing House.
9. Potter, N. N., 2018. *Food science*. 6th Edition, McGraw-Hill Education.
10. Singh R.P. and Heldman D.R., 2013. *Introduction to Food Engineering*. Elsevier Inc., 5th Edition.
11. Smith J.S. and Y.H. Hui, 2013. *Food Processing: Principles and Applications*, Wiley Publication.

ABM 535: COMMODITY MARKETS AND FUTURES TRADING: 02 (2+0)

OBJECTIVE: To understand the marketing procedure for commodity futures through Commodity exchanges

CONTENTS:

UNIT I: Introduction to commodity derivatives and price risk management in agricultural markets; organizational setup of exchanges and specifications of futures contracts in world's leading commodity exchanges

UNIT II: Mechanics of futures trading; hedging price risk using futures contracts; option transaction and forward transaction – concept and mechanism, price discovery mechanism and market efficiency

UNIT III: Clearinghouse and margin system; clearing, settlement and delivery of contracts

UNIT IV: Market surveillance and risk control; trading in warehouse receipts (WRs): WRs and collateralized commodity financing

UNIT V: Regulation of futures and trading practices in leading national and regional exchanges in India.

SUGGESTED READINGS:

1. Hull, J. C., 2017. *Fundamentals of Futures and Options Markets*, Pearson publication.
2. Hull, J.C. and Basu S. 2016. *Options, Futures and Other Derivatives*. 9th Edition, Pearson Publications.
3. Srivastava, R., 2014. *Derivatives and Risk Management*. 2nd Edition, Oxford University Press India.
4. Purcell W. D. 1991. *Agricultural Futures and Options: Principles and Strategies*. 2nd Edition, Mac millan Publication.
5. Khandela M.C., Agrawal R. and Agrawal S., 2009. *Financial Derivatives*. Ajmera Book Company Jaipur

ABM 536: BANKING & INSURANCE MANAGEMENT: 02 (2+0)

OBJECTIVE: This course aims at developing an understanding of the banking system and insurance with special reference to agriculture sector.

CONTENTS:

UNIT I: Financial Intermediation, Indian Financial system, Origin and Growth of Banking. RBI and its functions. Principles of Banking, Banking Law and Practice. Nationalization of Banks in India, Deposit Products, Lending Activities, Retail Banking, Wealth Management, Financing SMEs, Corporate Banking, Forex Management, Fee-Based & Subsidiary Services, Plastic Money, Role of Central Banks, Emerging Trends in Banking, Fundamentals of International Banking.

UNIT II: Introduction of Marketing, Understanding Services, Distinctive Aspects of Service Marketing, Strategies Issues in Bank Marketing, Positioning Bank Services in the Market, New Product Development, Pricing and Launching, New Distribution Channels for Bank Marketing, Communicating and Promoting Bank Services, Improving Quality and Productivity, Customer Relationship Management in Banks, Globalizing Bank Services, Opportunities and Challenges in Bank Marketing.

UNIT III: Credit Policy in Banks, Principles of Credit Management, Objectives of Credit Management, Credit Disbursal and Monitoring, Credit Deployment and Types of Borrowers, Follow up and Recovery Management, Treasury Operations, Introduction to Risk Management in Banks, Rural Banking in India, Security Considerations, Control System in Banks, Corporate Governance in Banks, Annual Reports and Statutory Audit.

UNIT IV: Introduction to Banking Operations, Front Office and Back Office Operations, Operational Controls, Demand Forecasting and Resource Allocation, Policy Framing – Deposits, Advances and Investments, Services Design and Delivery Strategies in Banks, Service Quality Metrics, Work Measurement and Quality Assurance, Payment and Settlement Systems, RTGS and Clearing House, Cash Management Services, Facilities Planning, ERP in Banks, BPR in Banks, IT Enabled Supply Chain Management, Disaster and Recovery Management.

UNIT V: Introduction to Risk, Risk Management Essentials, Measurement of Risk, Loss Exposure, Risk Management – Non-insurance Techniques, Introduction to Insurance, Principles of Insurance, Insurance Industry, Insurance Market, Insurance as Risk Management Techniques, Selection and Implementation of Risk Management Techniques.

SUGGESTED READINGS:

1. Gulati N.J., 2011. *Banking and Insurance: Principles & Practices*. 1st Edition, Excel Books, New Delhi.
2. Gordon E. & Gupta PK., 2017. *Banking and Insurance*. 1st Edition, Himalaya Publishing House.
3. Arora A. & Rana S.N., 2018. *Banking & Finance*. McGraw Hill Publication.
4. Jyotsna S. & Bhatia N., 2012. *Elements of Banking and Insurance*. 2nd Edition, PHI Learning
5. Wang J. & Rehman A. 2016. *Risk Management in Agriculture: Theories and Methods*. Science Publishing group.
6. Hardaker J. B., Huirne R.B.M., Anderson J. R., Lien G, 2004. *Coping with Risk in Agriculture*, 2nd Edition CABI Publishing,
7. Rose P. S, Hudgins S. C., 2006. *Bank Management & Financial Services*. 7th Edition, Mc-Graw-Hill.

ABM 537: FOOD RETAIL MANAGEMENT: 02 (2+0)

OBJECTIVE: The course aims at equipping the students with desired knowledge and skills for managing food retail operations.

CONTENTS:

UNIT I: Introduction to International Food market, India's Competitive Position in World Food Trade, Foreign Investment in Global Food Industry, Retail management and Food Retailing, The Nature of Change in Retailing, Organized Retailing in India, E-tailing and Understanding food preference of Indian Consumer, Food consumption and Expenditure pattern, Demographic and Psychographic factors affecting Food Pattern of Indian Consumer.

UNIT II: Value Chain in Food Retailing: value chain and value additions across the chain in food retail, Principal trends in food wholesaling and retailing, Competition and pricing in food retailing, various retailing formats, the changing nature of food stores, market implications of new retail developments, food service marketing.

UNIT III: Marketing Mix in Food Retail Management, Merchandise Management, Pricing Strategies used in conventional and non-conventional food retailing, Public distribution system, Promotion mix for food retailing, Management of sales promotion and Publicity, Advertisement Strategies for food retailers & Brand Management in Retailing.

UNIT IV: Managing Retail Operations, Managing Retailers' Finances, Merchandise buying and handling, Logistics, procurement of Food products and Handling Transportation of Food Products.

UNIT V: Retail Sales Management: Types of Retail Selling, Salesperson selection, Salesperson training, Evaluation and Monitoring, Customer Relationship Management, Managing Human Resources in retailing, Legal and Ethical issues in Retailing.

SUGGESTED READINGS:

1. Mahapatra. S, 2017. *Food Retail Management*, 1st Edition, Kalyani Publishers.
2. Berman & Evans. 2008. *Retail Management: A Strategic Approach*. 10th Edition. Prentice Hall of India.
3. Singh, Sukhpal, 2011. *Fresh food retails in India: Organisation and impacts*, Allied publishers Pvt. Ltd., New Delhi.
4. Levy M & Weitz BW. 2004. *Retailing Management*. 5th Edition, McGraw Hill.
5. Zentes, J., Morschett, D., and Schramm K., Hanna, 2016. *Strategic Retail Management: Text and International Cases*. 3rd Edition, Springer Gabler.
6. Agrawal, N., Stephen S. A., 2015. *Retail Supply chain Management: Quantitative Models and Empirical Studies*, 2nd Revised Edition Springer.

ABM 538: MANAGEMENT OF AGRO CHEMICAL INDUSTRY: 02 (2+0)

OBJECTIVE: To familiarize the students with the agrochemicals, their structure, classification and development and management of agro-chemical industries.

CONTENTS

UNIT I: Agro-chemicals: Definition and classification; Basic knowledge of agrochemicals; role and status of agro-chemical industry in India; Pesticides – Classification and Introduction, knowledge of different pesticides.

UNIT II: Insecticides – Definition and classification based on (a) Mode of Entry (b) Mode of Action and (c) Chemical Structure with example; Insecticidal formulation; preliminary knowledge of mode of action of insecticides; knowledge of plant protection equipments.

UNIT III: Fungicides – Classification and preliminary knowledge of commonly used fungicides; Biomagnifications of pesticides and pesticidal pollution.

UNIT IV: Introductory knowledge about development of agro-chemicals; Insecticidal poisoning, symptoms and treatment; Main features of Insecticide Act.

UNIT V: Directorate of Plant Protection, Quarantine and Storage – A brief account of its organizational set up and functions; IPM Concept – Bio-pesticides – Plant products.

SUGGESTED READINGS:

1. Dhaliwal G. S., 2016. *Essentials of Agricultural Entomology*. 2nd Edition, Kalyani Publication.
2. Hayes W.T. & Laws E. T., 1991. *Hand Book of Pesticides*. Academic Press.
3. Hayes W.T. & Laws E. T., 2010. *Hand Book of Pesticides*. 3rd Edition, Elsevier Publications.
4. Matsumura F. 1985. *Toxicology of Insecticides*. 2nd Edition. Springer Publication.
5. Rajeev K. & Mukherjee R. C. 1996. *Role of Plant Quarantine in IPM*. Aditya Books.

ABM 539: SEED PRODUCTION TECHNOLOGY AND MANAGEMENT: 02 (2+0)

OBJECTIVE: To apprise students regarding principles of efficient management of seed production and marketing.

CONTENTS:

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

UNIT II: Development and Management of Seed Programmes – Seed Village Concept, Basic Strategy of Seed Production and Planning and Organization of Seed Programme; Types of Seed Programme – Nucleus seed, Breeders seed, Foundation seed and Certified seed etc.

UNIT III: Maintenance of genetic purity – Minimum seed certification standard and Management of breeders & Nucleus seed; Management of seed testing laboratory and research and development.

UNIT IV: Management of seed processing plant, seed storage management; seed packaging and handling.

UNIT V: Seed Marketing; GM Crop seed, IPR, PBR, Patents and related issues and their impact on developing countries; Statutory intervention in the seed industry; Seed legislation and seed law enforcement, Seed act; Orientation and visit to seed production farms, seed processing Units, NSC, RSSC, RSSCA and seed testing laboratories.

SUGGESTED READINGS:

1. Agrawal R.L., 2017. *Seed Technology*. 2nd Edition, Oxford & IBH.
2. Desai B.B., Katecha P.M. & Salunkhe D.K., 2006. *Seed Handbook: Biology, Production, Process and Storage*. 2nd Edition, Marcel Dekkan Publication.
3. Kelly A F., 2013. *Seed Production of Agricultural Crops*. Scientific Publication, India.
4. McDonald M.B. Jr. & Copeland LO. 1997. *Seed Production: Principles and Practices*. Chapman & Hall.
5. Thompson Jr. 1979. *An Introduction to Seed Technology*. Leonard Hill.
6. Tomar H. S., 2003. *Seed Technology*. Aman Publishing House, Meerut (U.P.)
7. *Handbook on OECD varietal certification in India* 2014, National Designated Authority OECD Seed Scheme, Dept. of Agriculture and Cooperation, Ministry of Agriculture and farmer welfare, GOI, New Delhi 3968.
8. *Indian Minimizing Seed Certification Standards* 2013, The central seed certification board, DAC, Ministry of Agriculture and farmer welfare, GOI, New Delhi, 6058.

ABM 540: FARM POWER & MACHINERY MANAGEMENT: 02 (2+0)

OBJECTIVE: To acquaint the students with the farm mechanization status in the country and techniques for farm machinery management and marketing.

CONTENTS:

UNIT I: Various sources of farm power, their availability and utilization; Course Objective, importance and present status, level and the scope of farm mechanization.

UNIT II: Tractor and power tillage industry – model, make, capacity, production, present status and future prospects; concept of zero tillage.

UNIT III: Farm machinery selection for different size of farm size and for different agroclimatic conditions; scheduling of farm operations for higher efficiencies, indices of machine performance.

UNIT IV: Cost analysis of operations using different implements, economic performance of machines, optimization of tractor implements system and transport of farm produce.

UNIT V: Agricultural equipment industry – their production, marketing and constraints; establishment of agricultural engineering enterprises (agro service centers, etc.).

SUGGESTED READINGS:

1. Carville L.A., 1980. *Selecting Farm Machinery*. Louisiana Coop. Extn. Service Publications.
2. FAO 1984. *Agricultural Engineering in Development: Selection of Mechanization*. Agric. Service Bulletin.
3. Hunt D., 1977. *Farm Power and Machinery Management*. Iowa State Univ. Press.
4. Waters W.K., 1980. *Farm Machinery Management Guide*. Pennsylvania Agric. Extn. Service Spl. Circular No. 1992.
5. Kumar S., Kavitha T.R. and Duraisamy V.M., 2015. *A Text Book of Farm Machinery*, Thannambikkai Publications, Coimbatore.
6. Sahay J., 2010. *Elements of Agricultural Engineering*. Standard Publishers Distributors, New Delhi.

ABM: 541 FRUIT & VEGETABLE PRODUCTION AND POST HARVEST MANAGEMENT: 02 (2 +0)

OBJECTIVE: To impart knowledge regarding fruit and vegetable production and post-harvest management

CONTENTS:

UNIT I: Importance of horticultural crop, national and international fruit and vegetable production scenario.

UNIT II: Production technology of important fruit crop - Orchard establishment, basic cultural practices, plant protection measures, harvesting and post-harvest management.

UNIT III: Production technology of important vegetable crop - Nursery establishment, basic cultural practices, plant protection measures, harvesting and post-harvest management.

UNIT IV: Biotechnological approaches in fruit and vegetable improvement, Hi-tech horticulture-precision farming government policies and law related to horticultural.

UNIT V: Processing of fruit and vegetable and waste utilization.

SUGGESTED READINGS:

1. Chadha K.L. & Pareek O.P., 1993. *Advances in Horticulture*. Vols. I-IV. Malhotra Publication. House.
2. Kader A.A. 1992. *Post-harvest Technology of Horticultural Crops*. University of California. Div. of Agri. & Natural Resources.
3. Rathore N. S., G K Mathur, Chasta S. S., 2013. *Post-Harvest Management and Processing of Fruits and Vegetables*, ICAR Publications, New Delhi.
4. Jacob J.P., 2012. *Handbook on Post Harvest Management of Fruits and Vegetables*, Daya Publishing House.
5. NIIR Board of Consultants & Engineers 2016, *The Complete Technology Book on Processing, Dehydration, Canning, Preservation of Fruits & Vegetables*, 3rd Revised Edition, NIIR Project Consultancy Services.
6. Thompson K. 2003. *Fruit and Vegetables: Harvesting, Handling and Storage*, 2nd Edition, Wiley-Blackwell.

ABM 542: HUMAN RESOURCE COMPETENCE AND CAPACITY BUILDING SYSTEMS: 2(2+0)

OBJECTIVE: This course is designed to provide an in-depth understanding and enable the participants to manage capacity building processes and performance system for developing human resource.

CONTENTS:

UNIT I: Human Resource competence: - concept and rationale; processes, Organization and Management of competence and competency mapping

UNIT II: Competency modeling and competency assessment: approaches, tools and techniques, competency based human resource management applications

UNIT III: Competency based training and development: Training methods compared with objectives, learning process and facilities, Developing Group and the Climate: the social process – indicators of group development, the training climate, Trainers and Training Style: Post training support for improved performance at work.

UNIT IV: Establishing and operationalizing performance management system; measuring performance- results and behaviour; conducting performance review discussions; harnessing performance management system for performance improvement.

UNIT V: Capacity building systems in agriculture and agri business: Capacity building of farmers and agri stakeholders through e-learning, knowledge management for agri business

SUGGESTED READINGS:

1. Menninen R.L. & Viitala R., 2007. *Competence management and Human Resource Development*. Haaga-Helia University of Applied Sciences, Helsinki.
2. Kandula S.R., 2013. *Competency: Based Human Resource Management*. PHI Publications.
3. Armstrong M., 2006. *Human Resource Management Practice*. Kogan Page Publishers.
4. Andreadis, N., 2009. Learning and organizational Effectiveness: A Systems Perspective. *Performance Improvement*, **48**(1), 5-11.
5. Lengnick-Hall, C. A., Beck, T. E., & Lengnick-Hall, M. L., 2011. Developing a capacity for organizational resilience through strategic human resource management. *Human Resource Management Review*, **21**(3), 243-255.

ABM 543: DATA SCIENCE IN AGRI BUSINESS: (1+1)

OBJECTIVE: To equip students of agribusiness with knowledge, skills and attitude for using data science tools and techniques so that agribusiness get competent professionals who can strategically and successfully implement data science applications.

CONTENTS:

UNIT 1: Introduction to data science, evolution of data science, work profile of a data scientist, career in data science, nature of data science, typical working day of a data scientist, importance of data science in agribusiness; defining algorithm, big data, business analytics, statistical learning, defining machine learning, defining artificial intelligence, data mining; difference between analysis and analytics, business intelligence and business analytics, typical process of business analytics cycle,

UNIT II: current status and future of data science industry, data science competition platforms, data science companies in India and Abroad, professional societies in data science, interviews of eminent data scientists, case study on data science, basic types of business analytics framework, open source and licensed analytics softwares and programs, introduction to programming languages- R, SAS, Python and NoSQL.

UNIT III: Setting the R and R Studio environment, basic architecture of R Studio, packages and function in R Studio, defining types of data, vector, list, data frame and matrices. Introduction to R Script, R Console and R Markdown. Important packages and functions in R Studio. Various formats of importable data in R Studio. Importing files in R Studio. Exporting files from R Studio. Preparing Reports in R Studio. Observing structure of data frame in R Studio, Changing data from one format to another. Mutating data/vector. Basic plots in R Studio. Matrix of plots in R Studio. 3 D plots in R Studio. Basic statistical analysis in R Studio. Case Study on basic algorithm development in R Studio.

UNIT IV: Basic Statistical Analysis of Agribusiness Data in R Studio---Data Preparation and Missing Value Treatment, Univariate Statistics, ANOVA, Chi-Square Test, Visualization, Hypothesis testing, Correlation and Regression Analysis, Logistic Regression and Discriminant Analysis, Segmentation and Clustering, Decision Tree Analysis, Time Series Analysis and model validation and error measurements,

UNIT V: Advanced Level Analysis of Agribusiness Data in R Studio--- Nonlinear Regression, Linear and Nonlinear Optimizations, Queuing models, Factor Analysis, Structured Equation Modeling, Principle Component Analysis, Support Vector Machines, Neural Network, Text Analytics, Value at Risk Analysis, Lean Six Sigma, Process Improvement in R Studio, Game Theory in R Studio.

SUGGESTED READINGS:

1. *Deep Learning with R*. MEAP Edition, Manning Early Access Program. Version 1, 2017, Manning Publication.
2. *An Introduction to Statistical Learning with Applications in R*. Gareth James, Daniela Witten, Trevor Hastie and Robert Tibshirani. Springer Publication, 2017
3. *Machine Learning with Tensor flow: A Deeper Look At Machine Learning With TensorFlow* by Frank Millstein. 2018 Frank Millstein (P)
4. *Introduction to Data Science*. Version 3, 2012, 2013 By Jeffrey Stanton, Portions 2013, By Robert De Graaf.

SEMESTER IV

ABM 544: INTERNATIONAL TRADE AND SUSTAINABILITY

GOVERNANCE: 02 (2+0)

OBJECTIVE: To impart knowledge to the students about international trade in agriculture and various provisions under WTO in the new trade regime.

CONTENTS:

UNIT I: International trade – basic concepts, WTO and its implications for Indian economy in general and agriculture sector in particular.

UNIT II: TRIPS, TRIMS quotas, anti-dumping duties, quantitative and qualitative restrictions, tariff and non-tariff measures, trade liberalization, subsidies, Green Blue and Amber boxes, issues for negotiations in future in WTO; CDMs and carbon trade.

UNIT III: Importance of foreign trade for developing economy; absolute and comparative advantage, foreign trade of India.

UNIT IV: India's balance of payments; inter regional Vs international trade; tariffs and trade control; exchange rate; the foreign trade multiplier.

UNIT V: Foreign demand, supply side analysis, opportunity cost, trade and factor prices, implications for developing countries, market entry methods, export procedures & documentations.

SUGGESTED READINGS:

1. Chadha G. K., 2003. *WTO and Indian Economy*. Deep & Deep Publications.
2. *Economic Survey of India*, 2018-19. Ministry of Finance, Govt. of India.
3. Vasisht A. K. & Singh A. 2003. *WTO and New International Trade Regime- Implication for Indian Agriculture*. Advance Publications.
4. Dominick S., 2007. *International Economics*. 9th Edition, John Wiley & Sons.

ABM 545: PROJECT MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT: 02 (2+0)

OBJECTIVE: To expose the students to the fields of project management and entrepreneurship development with emphasis on grooming them to develop new projects and encouraging them to start their own ventures.

CONTENTS:

UNIT I: Concept, characteristics of projects, types of projects, project identification, and Project's life cycle.

UNIT II: Project feasibility- market feasibility, technical feasibility, financial feasibility, and economic feasibility, social cost-benefit analysis, project risk analysis.

UNIT III: Financial appraisal/evaluation techniques- discounted/non-discounted cash flows; Net present values, profitability index, Internal rate of returns; Cost benefits ratio; Accounting rate of return, Payback period, Project implementation; sensitivity Analysis, Cost overrun, Project control and information system.

UNIT V: Entrepreneurship, Significance of entrepreneurship in economic development qualities of entrepreneur, entrepreneurship development programs and role of various institutions in developing entrepreneurship, life cycles of new business, environmental factors affecting success of a new business, reasons for the failure and visible problems for business, Developing effective business plans, Procedural steps in setting up of an industry.

UNIT V: National pihsrueerpertnE fo noitomorp eht rof snoitutitsnI level etatS &: Make in India programme, Pradhan Mantri Kaushal Vikas Yojana (PMKVY), Atal Innovation Mission (AIM) Unnat Bharat Abhiyan, Support to Training and Employment Programme for Women (STEP), Stand-Up pU trtaS/India, Trade related Entrepreneurship Assistance and Development (TREAD), Jan Dhan- Aadhaar- Mobile (JAM), National Skill Development Mission, ASPIRE, Udyog Aadhar etc. State level Schemes and assistance, District level schemes and assistance, Level of Assistance, how to apply, Scope of approach ,CID ,EMSM knaB ARDUM

SUGGESTED READINGS:

1. Chandra P., 2005. *Project Management*. 6th Edition, Tata McGraw Hill.
2. Krishan G. P. & Nagarajan K., 2005. *Project Management*. New Age Publishers.
3. Hisrich R.D. & Peters M.P., 2002. *Entrepreneurship*. Tata McGraw Hill.
4. Kaplan J.M., 2016. *Patterns of Entrepreneurship*. 5th Edition, John Wiley & Sons.
5. Nandan H., 2007. *Fundamentals of Entrepreneurship Management*. Prentice Hall.
6. Ramamoorthy V.E., 2005. *Textbook of Project Management*. MacMillan.
7. Desai V., 2011. *The Dynamics of Entrepreneurial Development And Management*, 6th Edition, Himalaya Publishing House.

ABN 541: DISASTER MANAGEMENT – Non-Credit:(0+1)

OBJECTIVE: To introduce the students to the key concepts and practices of natural disaster management and to equip them to cope up with the situation.

CONTENTS:

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

UNIT II: Man Made Disasters- Nuclear disasters, chemical disasters, biological disasters, building fire, coal fire, forest fire. Oil fire, air pollution, water pollution, deforestation, Industrial wastewater pollution, road accidents, rail accidents, air accidents, sea accidents.

UNIT III: Disaster Management- Efforts to mitigate natural disasters at national and global levels. International Strategy for Disaster reduction.

UNIT IV: Concept of disaster management, national disaster management framework; financial arrangements; role of NGOs, Community-based organizations, and media.

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UNIT V: Central, State, District and local Administration; Armed forces in Disaster response; Disaster response: Police and other organizations.

3.2. Course Structure for Ph.D. (Agri Business)

Distribution of Courses

| | |
|--------------------|-------------------|
| Compulsory Courses | : 18 credit hours |
| Seminar | : 2 credit hours |
| Preliminary | : 4 credit hours |
| Research | : 40 credit hours |

Compulsory Course

| Semester | Course Title | Course | Credits |
|--------------------------|--|---------|---------|
| Semester I | Econometrics for Agri Business | ABM 611 | 2+1 |
| | Communication for Management Teachers | ABM 612 | 0+2 |
| | Research Methods I | ABM 613 | 2+1 |
| | Agri Input & Output Marketing | ABM 614 | 3+0 |
| Semester II | Research Methods II | ABM 621 | 2+1 |
| | International Business | ABM 622 | 2+0 |
| | Training & Development for Performance Effectiveness | ABM 623 | 2+0 |
| Semester III | Seminar I | ABM 691 | 0+1 |
| | Seminar II | ABM 692 | 0+1 |
| | Preliminary Examination | ABM 631 | 4 |
| Semester IV & Semester V | RESEARCH | ABM 699 | 40 |

Non-Credit Compulsory Courses: Ph. D. students may be exempted from these courses if already studied during Master's degree.

| Course Number | Course Title | Credits |
|---------------|--|----------|
| ABN 511 | Library & Information Services | 01(0+1) |
| ABN 521 | Technical Writing & Communication Skills | 01 (0+1) |
| ABN 522 | Disaster Management | 01 (0+1) |

SEMESTER I

ABM 611: ECONOMETRICS FOR AGRI BUSINESS: (2+1)

NEED OF THE COURSE: The course is mainly designed to solid data base analysis of market and policy variables to back up their business strategies. The emphasis will be given on application rather than theoretical details.

CONTENTS:

1. Introduction: Correlation theory, Basic concept of regression analysis, assumptions of regression model, theory of OLS, properties of least square estimates, maximum likelihood, hypothesis testing, interval estimation, prediction in linear regression model.
2. Heteroskedasticity and autocorrelation, multicollinearity, specification errors, selection of regressors, dummy variables, autoregressive and distributed models.
3. Set of regression equations, causality and simultaneity: application.
4. Time series econometrics- stationarity, unit roots and co-integration, error- correction model, AR, MA, ARMA, ARIMA processes.
5. Qualitative dependent variables – LPM, Logit and Probit models.

SUGGESTED READINGS:

1. Koutsoyiannis A., 2001. *Theory of Econometrics*, 3rd Edition. Palgrave Macmillan.
2. Greene, W.H., 2008. *Econometric Analysis*. 6th Edition, Pearson Education.
3. Johnston, J. and Dinardo, J., 2000. *Econometric Methods*. McGraw-Hill.
4. Maddala, G.S., 2002. *Econometrics*. McGraw Hill.
5. James H. S. and Mark W. W., 2017. *Introduction to Econometrics*. 3rd Edition, Pearson Education.

ABM 612: COMMUNICATION FOR MANAGEMENT TEACHERS: (0+2)

OBJECTIVE: Communication in management education is not limited to classroom teaching. There are lot of innovative techniques to make teaching and learning interesting, practical and effective. There are various researches are done for methodological and effectiveness aspects. This course will be dealt understanding all the methods of communication for management teaching in learning by doing method and presenting the various researches done in this field.

COURSE OUTLINE:

1. Management Education: Action gaps in education and latest developments and required skills
2. Communication: Active listening, group communication, Language process
3. Presentation on readings- recorded and graded: Oral presentation & computer assisted presentations
4. Theory and techniques: Didacticism, Group work & discussion method, Simulation, facilitation skills and styles for experiential learning
5. Emotional perspective in teaching
6. Learning in management education: Experiential learning, Action Learning, Group learning
7. Simulation and games, Role Play
8. Teaching and learning through Electronic Media
9. Case method of teaching: Writing a case and teaching note
10. Critiquing a research article
11. Literature review

SUGGESTED READINGS:

1. Cardon P.W., 2015. *Business Communication, Developing leaders for a networked world*.Mc Graw Hill Education.
2. Chaturvedi P.D. & Chaturvedi M., 2017. *Business Communication, Skills, Concepts, Cases and Applications*, Pearson India Education.
3. Courtland L. Bovee, John V. Thill &Chaterjee A., 2013. *Business Communication Today*. 10th Edition, Pearson Education.

ABM 613: RESEARCH METHODS I: (2+1)

OBJECTIVE: The objective of the course is to enable research scholars in developing the knowledge and skills required to specify, evaluate and utilize different types of unstructured and semi-unstructured information. They are required to develop competence in problem formulation, hypothesis generation and method of carrying scientific research in situations where research work plays a critical role. The course is practical in nature and students are expected to learn by doing live projects and studying the latest researches in different fields related to agri business.

COURSE OUTLINE:

1. Translating problems to research issues: Selection of qualitative Vs quantitative research definitions, objectives, research methodologies rationale, sample/sources of data, data collection techniques
2. Questionnaire designing: use of measurement and scaling techniques, reliability testing.
3. Fieldwork: Data collection, gaining access and entry, ethical considerations, identifying key informants, validation and evaluation of fieldwork, data preparation, field notes and recording
4. Hypothesis Development and Theoretical Modelling.
5. Business Analytics, Business Intelligence, Types of Business Analytics, Introduction to predictive modelling/analytics.
6. Linear programming
7. Contemporary applications of marketing research

SUGGESTED READINGS:

1. Black, T.R., 1993. *Evaluating Social Science Research - An Introduction*. SAGE Publication.
2. Creswell, J.W., 1999. *Research Design - Qualitative and Quantitative Approaches*. SAGE Publication.
3. Dhondyal, S.P., 1997. *Research Methodology in Social Sciences and Essentials of Thesis Writing*. Amman Publ. House, New Delhi.
4. Gregory, Ian., 2003. *Ethics in Research*. Continuum Publications, UK.
5. Homan, Roger. 1991. *The Ethics of Social Research*. Longmans, UK.
6. Kothari, C.R., 2004. *Research Methodology - Methods and Techniques*. WishwaPrakashan, Chennai.
7. Rao K.V., 1993. *Research Methodology in Commerce and Management*. Sterling, New Delhi.
8. Singh A.K., 1993. *Tests, Measurements and Research Methods in Behavioural Sciences*. Tata McGraw- Hill.
9. Venkatasubramanian, V., 1999. *Introduction to Research Methodology in Agricultural and Biological Sciences*. SAGE Publication.

ABM 614: AGRICULTURAL INPUT & OUTPUT MARKETING: (3+0)

OBJECTIVE: Agricultural Input & Output marketing is a dynamic and competitive field where lot is to be done looking to the gap in technology existing and possible. Changes are taking place in manifolds ranging from farming practices to trading in domestic and international markets. Presence of private players, infrastructure development, impact on prices, concept of e mandietc. are becoming more important to understand in current scenario. Scholars will also study the researches and articles to understand interesting changes going on in this field.

COURSE OUTLINE:

1. Agriculture input and output marketing environment-Current status, trends, market structure, infrastructure, competition
2. Government intervention in agricultural inputs and outputs marketing
3. Buyers/users behaviour
4. Market Segmentation
5. Product and Pricing
6. Promotion and advancement in promotional strategies
7. Marketing Channels for different agri inputs and outputs
8. Evaluation of marketing costs and efficiencies
9. WTO and Indian Agriculture
10. Case Studies- Competitive marketing strategies and advancements in agricultural marketing

SUGGESTED READINGS:

1. Acharya SS & Aggarwal NL, 2017. *Agricultural Marketing in India*. 6th Edition, Oxford & IBH.
2. Krishnamacharyulu & Ramakrishnan, 2010. *Rural Marketing: Text and Cases*. 2nd Edition Pearson Education.
3. Dominick S., 2007. *International Economics*. 9th Edition, John Wiley & Sons.

SEMESTER-II

ABM 621: RESEARCH METHOD- II: (2+1)

OBJECTIVE: Once the students are equipped with the information required for interpretive research, RM II will train the students with advanced analytical tools and their uses.

COURSE OUTLINE:

1. Hypothesis testing, Analysis of variance and covariance
2. Correlation and regression
3. Discriminant and Logit analysis
4. Factor analysis
5. Cluster analysis
6. Multidimensional scaling and conjoint analysis
7. Data Mining, Data Mining Methods—Data Dredging, Data Fishing, Data Snooping and Process Mining—Business Process Discovery, Conformance Checking and Model Enhancement.
8. Arena Modelling, Applications of Statistical Softwares like SAS, Modelling with statistical softwares.
9. Report preparation and presentation
- 10. International Marketing Research**

SUGGESTED READINGS:

1. Black, T.R., 1993. *Evaluating Social Science Research - An Introduction*. SAGE Publication.
2. Creswell, J.W., 1999. *Research Design - Qualitative and Quantitative Approaches*. SAGE Publication.
3. Dhondyal, S.P., 1997. *Research Methodology in Social Sciences and Essentials of Thesis Writing*. Amman Publ. House, New Delhi.
4. Gregory, Ian., 2003. *Ethics in Research*. Continuum Publications, UK.
5. Homan, Roger. 1991. *The Ethics of Social Research*. Longmans, UK.
6. Kothari, C.R., 2004. *Research Methodology - Methods and Techniques*. WishwaPrakashan, Chennai.
7. Rao K.V., 1993. *Research Methodology in Commerce and Management*. Sterling, New Delhi.
8. Singh A.K., 1993. *Tests, Measurements and Research Methods in Behavioural Sciences*. Tata McGraw- Hill.
9. Venkatasubramanian, V., 1999. *Introduction to Research Methodology in Agricultural and Biological Sciences*. SAGE Publication. Singh, A.K. 1993. *Tests, Measurements and Research Methods in Behavioural Sciences*. Tata McGraw- Hill.
10. Venkatasubramanian, V. 1999. *Introduction to Research Methodology in Agricultural and Biological Sciences*. SAGE

ABM 622: INTERNATIONAL BUSINESS: (2+0)

OBJECTIVE: The objective of the paper is to acquaint the students with the fundamentals of international business, its environment and complexities. The paper provides exposure to multiple dimensions of the field and imparts international perspective to business decisions.

COURSE OUTLINE:

1. Global trends in international trade and finance; dimensions and modes of IB; structure of IB environment; risk in IB; organizational structure for IB; world trading system and impact of WTO; exchange rate systems; global financial system; barriers to IB; international business information and communication.
2. Foreign market entry strategies; country evaluation and selection; factors affecting foreign investment decisions; impact of FDI on home and host countries; types and motives for foreign collaboration; control mechanisms in IB.
3. Decisions concerning global manufacturing and material management; outsourcing factors; managing global supply chain; International product life cycle, product and branding decisions; managing distribution channels; international promotion mix and pricing decisions; counter trade practices; mechanism of international trade transactions. EXIM policy of India. Export costing and pricing, Export procedures and export documentation. Export assistance and incentives in India.
4. Harmonizing accounting difference across countries; currency translation methods for consolidating financial statements; the LESSARD-LORANGE Model; cross cultural challenges in IB; international staffing decisions; compensation and performance appraisal of expatriate staff; ethical dilemmas and social responsibility issues.

SUGGESTED READINGS:

1. Rosenbloom, B., & Larsen, T. (2003). Communication in International Business-to-Business Marketing Channels: Does Culture Matter? *Industrial Marketing Management*, 32(4), 309-315.
2. Andersen, O., & Buvik, A. (2002). Firms' Internationalization and Alternative Approaches to The International Customer/Market Selection. *International Business Review*, 11(3), 347-363.
3. Charles W., L. Hill and Jain A., 2008. International Business (SIE) 6th Edition, Tata McGraw-Hill Education Pvt. Ltd.
4. K. Aswathappa, 2017. International Business. 6th Edition, Tata McGraw-Hill Education Pvt.

ABM 623: TRAINING AND DEVELOPMENT FOR PERFORMANCE EFFECTIVENESS: (2+0)

OBJECTIVE: This course is designed to provide an in-depth understanding and enable the participants to manage training processes and performance system for developing human resource.

COURSE OUTLINE:

1. Training- concept and rationale; training processes, Organization and Management of training function; Training needs assessment, competency mapping
2. Designing the training programme: attributed and factors influencing; learning process; learning styles; training climate and pedagogy; developing training modules; Training aids.
3. Training methods compared with objectives, learning process and facilities, Developing Group and the Climate: the social process – indicators of group development, the training climate, Trainers and Training Style: Personal needs of trainers, power and influence, trainers' role, trainers' style, Post training support for improved performance at work.
4. Evaluation of training-need for evaluation, principles of evaluation, criteria and approaches; return on investment in training, process of calculating ROI in training; emerging trends in training and development; new perspectives on training cross culture training, e-learning.
5. Establishing and operationalising performance management system; measuring performance- results and behaviour; conducting performance review discussions; harnessing performance management system for performance improvement.

SUGGESTED READINGS:

1. Janakiram B., 2007. *Training and Development: Indian Text edition*, Dream-tech Press.
2. Bhattacharyya D. K., 2015. *Training and Development: Theories and Applications*, SAGE Publication.
3. Pahuja Y., 2015. *Training and Development: An Essential Guide for Students & Practitioners*, Partridge India.

3.3: Course Outline for Post Graduate Diploma in Agri Input Management (PGDAIM)

SEMESTER-I

| S. No. | Course Code | Course Title | Credit Hrs |
|--------|-------------|---|------------|
| 1. | AIM 511 | Agri Business Management | 2(2+0) |
| 2. | AIM 512 | Fundamentals of Marketing | 2(2+0) |
| 3. | AIM 513 | Accounting & Financial Management | 2(2+0) |
| 4. | AIM 514 | Communication Skills & Personality Development | 2(1+1) |
| 5. | AIM 515 | Information Technology and Computer Application | 2(1+1) |
| 6. | AIM 516 | Agri Input Marketing – I | 2(2+0) |
| 7. | AIM 517 | Agricultural Extension System | 2(1+1) |
| 8. | AIM 518 | Human Resource & Organizational Behaviour | 2(1+1) |
| | | | 16 |

SEMESTER-II

| S. No. | Course Code | Course Title | Credit Hours |
|--------|-------------|-------------------------------------|--------------|
| 1. | AIM 521 | Selling and Negotiating Skills* | 2(0+2) |
| 2. | AIM 522 | Sales & Distribution Management | 2(1+1) |
| 3. | AIM 523 | Logistics & Supply Chain Management | 2(1+1) |
| 4. | AIM 524 | Agri Input Marketing – II* | 2(0+2) |
| 5. | AIM 591 | Comprehensive Examination | 02 |
| 6. | AIM 592 | Field Work | 04 |
| | | | 14 |

Note: * These two courses to be developed and taught by DhanukaAgritech Ltd. (DAL)

SEMESTER- I

AIM 511: AGRI BUSINESS MANAGEMENT: (2+0)

Objective: To provide an insight into the basic principles of management, structure and components of agri business and its importance in Indian economy.

CONTENTS:

UNIT 1: Approaches of management; management as science, art and profession; social responsibility of management. importance of good management -Definitions of Management.

UNIT II: Management Functions: Planning- Characteristics of sound plan, steps in planning; Organising –Meaning, purpose, Staffing Process; Directing – Motivation, Ordering, Leading, Supervision, Communication; Control

UNIT III: Agribusiness – Meaning -Definition – The distinctive features of Agribusiness, Structure of Agribusiness (Input sector, Farm sector and Product sector) –Importance of Agribusiness in Indian Economy. Constraints in agribusiness management; Emerging agribusiness areas

UNIT IV: Agribusiness input sector; agribusiness output sector; economic systems of agribusiness and economic activities and analysis. Private and public agribusiness services;

UNIT V: Contemporary issues and case studies.

AIM 512: FUNDAMENTALS OF MARKETING: (2+0)

OBJECTIVES:

- To familiarize with the basic concepts, and techniques of marketing management.
- To understand the behaviour of consumers.
- To create awareness of marketing mix elements.
- To analyse and solve marketing problems in the complex and fast changing business environment.

CONTENTS:

UNIT I: Marketing Basics

Marketing and its core concepts; marketing management and its tasks; different philosophies of marketing management; marketing micro environment; marketing macro environment.

UNIT II: Major Marketing Concepts and Consumer Behaviour

Concepts and components of marketing mix; target marketing; market segmentation and positioning; market targeting; consumer buying behaviour; consumer buying decision process.

UNIT III: Managing Products

Basic concepts of a product; product mix and product line decisions; branding decisions; new product development process; innovation diffusion process.

UNIT IV: PLC and Pricing

Product life cycle strategies; meaning and significance of price; factors influencing pricing; general pricing approaches; pricing practices and strategies.

UNIT V: Distribution and Communication

Marketing channels and its functions; designing marketing channel; concepts and elements of promotion mix; basics of international marketing; basics of marketing information system.

AIM 513: ACCOUNTING AND FINANCIAL MANAGEMENT (2+0)

OBJECTIVE:To expose the student to the concept and methods of financial and management accounting and Financial Management for efficient business management.

CONTENTS:

UNIT I: Financial Accounting- Meaning, Needs, Concept & Conventions; Branches of Accounting, Internal & External Users of Accounting, Advantage and Limitation of Financial Accounting, Accounting Standard.

UNIT II: The Double Entry System- Its Meaning and Scope, The Journal, Cash Book, Ledger, Trial Balance, Trading Account, Profit & Loss Account, Balance Sheet, Introduction of Company Account.

UNIT III: Cost Accounting- Nature, Objective, Significance of Cost Accounting; Costing for Material, Labour, Overhead, Cost of Capital.

UNIT IV: Management Accounting- Meaning, Function, Scope, Utility, Limitation and Tools of Accounting, Analysis of Financial Statement- Ratios, Cash Flow and Fund Flow Analysis.

UNIT V: Financial Management- Meaning, Needs, Function, Advantage and Disadvantage; Financial Appraisal / Evaluation Technique- Discount/Non-discount Cash Flows; Net Present Values, Profitability Index, Internal Rate of Return, Pay Back Period, Working Capital Management.

AIM 514: COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT: (1+1)

OBJECTIVE: The course aims to make students proficient in written as well as oral communication with focus on business related communication. The course also aims to develop the personality for a professional career

CONTENTS:

UNIT I: Introduction to communication, Communication process, Barriers to Communication, essentials of English grammar, vocabulary and pronunciation

UNIT II: Effective Communication, types of communication in organizations, Non-Verbal Communication, Body language, Interpersonal Communication, assertive communication

UNIT III: Types of business writing *viz.*, writing business letters, types of business letters, reports, emails, resume writing

UNIT IV: Personality development, Goal setting, presentation skills, public speaking, team work and leadership qualities, decision making skills, corporate etiquettes,

UNIT V: Soft skills development-, self - reflection, steps to personal creativity, time management, stress management, handling interviews.

AIM 515: INFORMATION TECHNOLOGY AND COMPUTER APPLICATION: (1+1)

OBJECTIVES:

- Offers coverage of concepts and trends underlying current and future developments in Information technology and fundamental principles for the effective use of computer-based information systems.
- Understand the role of information and the opportunities presented by the application of information technology in directing change.
- Provide a thorough understanding of the principles and practices of using the Internet to market goods and services.

CONTENTS:

UNIT I: Fundamentals of Computing

Introduction to Information Technology (IT), Scope of IT in Business, Basics of Hardware and Software, Types of Computers, Types of Software.

UNIT II: Networks and Telecommunication

Introduction to Networking, Network Uses, Intra- and Inter- Organizational Communication, Network Types, Network Topologies, Network Devices.

UNIT III: Internet and World Wide Web

Introduction to Internet and its Applications, World Wide Web (WWW), E-Commerce, Network and Internet Security Issues.

UNIT IV: Applications of IT in Functional Areas

IT and Marketing, IT and Finance, IT and OM, IT and HRM, Enterprise Systems, Knowledge Management

UNIT V: Emerging Trends in IT

Mobile Communication, Bluetooth, Infrared Communication, Global Positioning System (GPS), Smart Cards, Other Imminent Technologies.

AIM 516: AGRI- INPUT MARKETING - I: (2+0)

OBJECTIVE: To provide the students an understanding of different marketing concepts and marketing systems in context of agricultural inputs.

CONTENTS:

UNIT I: Agricultural input marketing – meaning and importance; Management of distribution channels for agricultural input marketing; Agricultural Inputs and their types – farm and non-farm, role of cooperative, public and private sectors in agri- input marketing.

UNIT II: History and Current status of the Global and Indian Seed Industry. Market Dynamics, Competitor Analysis of the seed industry, Acts and Legislations related to seed industry. Demand and supply of seeds; Seed marketing channels, pricing, export import of seeds; Role of NSC and State Seed Corporation. Biotechnology and its impact on Agri-input marketing-Biopesticide, Bio fertilizers, GM crops, etc.

UNIT III: Chemical Fertilizers- Production, export-import, supply of chemical fertilizers, Demand/consumption, Prices and pricing policy; subsidy on fertilizers; marketing system – marketing channels, problems in distribution; Role of IFFCO and KRIBCO in fertilizer marketing.

UNIT IV: Plant Protection Chemicals- Production, export/import, consumption, marketing system – marketing channels; Electricity/Diesel Oil- marketing and distribution system; pricing of electricity for agriculture use; subsidy on electricity. Current status of the world and Indian agro-Chemical market, Market Dynamics, Competitor Analysis of the Agro Chemical industry, Acts and Legislations related to Agro-Chemical industry.

UNIT V: Farm Machinery- Production, supply, demand, Marketing and distribution channels of farm machines; Agro-industries Corporation and marketing of farm machines / implements/Equipment.

AIM 517: AGRICULTURAL EXTENSION SYSTEM: (1+1)

OBJECTIVE: To understand the participatory learning approach for promoting agribusiness and rural development

CONTENTS:

UNIT I: Agricultural extension processes and approaches,

UNIT II: participatory rural appraisal, principles of participatory extension, tools and techniques of participatory management.

UNIT III: Farmers organizations and farmer led marketing for promoting agribusiness.

UNIT IV: Reorganization of extension management systems.

UNIT V: Socio-economic and environmental impact of agribusiness.

AIM 518: HUMAN RESOURCE MANAGEMENT AND ORGANISATIONAL BEHAVIOUR: (1+1)

OBJECTIVE: To expose the students to the human resource management practices and their utility for managers. The course also covers the basics of individual behavior and group behavior study in context of the organizational settings

CONTENTS:

UNIT I: Introduction to Human Resources Management; Human Resource Planning- Nature and Significance, Job Analysis, Job Description, job Specification, Job enlargement, Job enrichment, Job rotation, Job evaluation.

UNIT II: Recruitment and Selection Process, Induction, Training and Human Resource Development-Nature, Significance, Process and Techniques, Internal mobility including Transfers, Promotions, employee separation.

UNIT III: Performance Appraisal – Significance and methods, Compensation management, Wage and Salary Administration - Course Objective; Wage Fixation; Fringe Benefits, Incentive Payment, bonus, and Profit Sharing, collective bargaining, career planning

UNIT IV: Introduction to Individual and Group Behaviour, Values and Ethics, Personality, Perception, Learning, Emotions, Attitude, Motivation

UNIT V: Team Dynamics, Team Development, Leadership, Competencies of effective Leadership, conflict management and negotiation

SEMESTER-II

AIM 522: SALES AND DISTRIBUTION MANAGEMENT (1+1)

OBJECTIVES:

- To develop understanding of contemporary issues in sales management
- To develop an insight in personal selling
- To analyse the managerial aspects of sales force management & sales force control systems

CONTENTS:

UNIT I: Sales and Distribution Strategy

Marketing Sales and Distribution linkage, Characteristics of sales job, Myths in selling, Dyadic relationship, and Diversities in selling situation, Selling theories.

UNIT II: Selling Process and Sales Organization

Prospecting, Pre approach, Approach, Presentation, Objection Handling, Sales Close, Sales Organization Design

UNIT III: Sales force Management

Formulation of Personal Selling Strategies, Recruitment and Selection, Sales force Training, Sales force Compensation

UNIT IV: Sales force control system

Sales Quota setting, Sales Territory, Sales Budget, Sales Analysis and Audit and evaluating sales person performance

UNIT V: Contemporary issues in Sales Management

Customer relationship management; Behavior, role perception and satisfaction of sales force, Strategic role of information in sales management and Responsibilities of sales manager and sales persons.

AIM 523: LOGISTICS AND SUPPLY CHAIN MANAGEMENT: 02(1+1)

OBJECTIVES: This course aims at understanding the concept and framework of supply chain management.

CONTENTS:

UNIT I: Introduction to Supply Chain Management

SCM – Introduction, Evolution of SCM, Objectives of Supply Chain, Understanding Basic, Components of SCM, Process View of Supply Chain, Cycle View Of Supply Chain, Major Obstacles to best Supply Chain Fit, Traditional Fulfillment v/s E-Fulfillment, Benefits of SCM, Supply Chain Metrics and Supply Chain Performance.

UNIT II: Suppliers, Purchasing and Supply Chain Management, Evaluation of Suppliers and Selection Process, Supplier Relationship Management, SRM Process, Procurement Decisions, Purchasing, Objectives of Purchasing, Principles in Purchasing, Types of Purchasing, Major Bottlenecks in Purchasing, New Developments in Purchasing and Legal Implications.

UNIT III: Inventory Management, Logistics & Aggregate Planning

Inventory- Introduction, Types of Inventory, Inventory Control Systems, Introduction to Logistics, Designing Flow Management in Logistics, Key Decision in Logistics Strategy, Third Party Logistics, Demand Forecasting - A Basic Approach, Forecasting-Time Series Methods, Aggregate Planning–Main Objectives, Bullwhip Effect, Causes and consequences of Bullwhip Effect, Managing Demand in Supply Chain.

UNIT IV: Designing Supply Chain Network and SCM Strategies

Role of Distribution Network in Supply Chain, Factors Influenced by Distribution Network, Designing Distribution Network, Factors Influencing Network Design Decisions, Transportation in SCM, Achieving Supply Chain Strategic Fit, Obstacles in having Good Strategic Fit, In sourcing and Outsourcing.

UNIT V: Recent trends in Supply Chain

Lean Manufacturing, extending ‘Lean’ to Supply Chains- Six Core Concepts, EDI, Value Stream Mapping, EDI, ERP, ESCM, Kaizen, JIT, Supply Chain Balanced Scorecard. Principles of Global Sourcing, Global Sourcing Process.

4. ADMISSION PROCEDURE & FEE STRUCTURE

4.1. General Information about Admission

4.1.1. Candidates seeking admission to the course of study in the Institute shall submit an application in the prescribed form on or before the fixed date, notified through newspapers, circulars displays on the notice board and website.

4.1.2. 'Academic Year' or 'Academic Session' of the university shall ordinarily be between July to June and shall consist of two semesters.

4.1.3. A student for master's programme and Ph.D. programme shall be required to complete a minimum period of 4 semesters and 5 semesters in residence, respectively.

4.1.4. A student shall have to complete all the requirements including submission of thesis within 8 and 12 semesters for MBA (AB) and Ph.D. programmes respectively.

4.1.5. No students shall be entitled to join more than one programme of study, concurrently.

4.1.6. New admissions at the entrance level of the programme will be done only at the beginning of each academic session.

4.1.7. Any candidate cannot claim admission as a matter of right.

4.1.8. The Director may refuse admission to any candidate without assigning any reason whatsoever.

4.1.9. Applicants who suppress or give wrong information or put forged signature of the parents in the application forms or attach false certificates will forfeit admission in addition to any other punishment, which may be awarded to them.

4.1.10. The applications received incomplete in any respect will not be considered.

4.1.11. The admission will be on the basis of written examination, followed by Group Discussion and Interview, to be conducted by a competent authority at the allocated centers.

4.1.12. All the selected candidates will be required to produce Medical and Physical fitness certificates at the time of depositing fee.

4.1.13. The admitted students will have to submit the original certificates / documents on joining the Institute which would be returned after enrolment in the University.

4.2. Admission Restrictions

4.2.1. No candidate against whom the University/Institute or any of the constituent colleges has lodged a FIR shall be eligible for admission.

4.2.2. Any person, who has been convicted of a criminal offence or has been released on bail in connection with criminal offence and against whom a case is pending in a court of law, shall not be eligible for admission.

4.2.3. Any candidate who has indulged in misbehavior with a teacher or with any authority of the university shall be debarred from seeking admission in the Institute.

4.3. Eligibility & Admission Procedure

4.3.1 For MBA (AB)

4.3.1.1. Indian Nationals below 30 years of age and possessing Bachelor's degree in Agriculture or Allied fields (Horticulture / Vet. & Animal Science / Dairy Science / Dairy Technology / Food Science / Food Technology / Agricultural Engineering / Agri Business/ Agro Forestry / Home Science / Fisheries, etc.) will be considered eligible for admission to the programme. There is no age bar for in service candidates for MBA(AB).

4.3.1.2. The degree should be from any University or Institution recognized by ICAR/UGC with a minimum of 60 per cent marks (55 % for SC / ST/OBC) or equivalent in terms of OGPA.

4.3.1.3. Admission shall be made on the basis of marks obtained in all India level entrance test like CAT/MAT/CMAT or any all India level entrance test recognized by the institute.

4.3.1.4. Admission process will be followed by Group Discussion (GD) and Personal Interview (PI) conducted by the institute. Merit list shall be prepared by giving weightage as 30,10,10, 20, 30 on CAT (any entrance test) score, 10th, 12th, GD & PI respectively. Minimum qualifying marks shall be fifty percent in GD & PI, separately.

4.3.1.5. Final year graduating students expecting to complete all degree requirements before the start of the new session can also apply.

4.3.1.6. The intake capacity is 60 seats (35 regular, 5 payment, 5 in-service and 15 ICAR).

4.3.2. For Ph.D.(AB)

4.3.2.1. For Ph.D. (Agri Business) by course work programme, a candidate must possess a Master's degree in Agribusiness Management/ Business Administration/ equivalent programme with at least 6.5/10.00 OGPA or equivalent percentage from recognized institute/university. MSc(Ag.) or allied subjects with five years of work experience will also be eligible for admission.

4.3.2.2. All eligible candidates have to appear for Written Examination (PhD Entrance Exam) followed by Group Discussion (GD) and Personal Interview (PI). Minimum qualifying marks shall be fifty percent in GD & PI, separately. Merit list shall be

prepared by giving weightage as 50, 10, 15, 10, 15 on Written Exam, Graduation, Post-Graduation, Group Discussion and Personal Interview scores. Minimum qualifying marks shall be fifty percent in GD & PI, separately.

4.3.2.3. The number of seats shall be 2. One seat in addition to this, is reserved for ICAR candidate.

4.3.2.4. Selected candidates shall be paid Teaching Assistantship of Rs. 12000/- for first and second year and Rs. 14000/- for third year.

4.3.2.5. The students with only MBA, shall have to pass deficiency courses suggested by a committee framed by the Director.

4.3.3. For PGDAIM

4.3.3.1 Indian nationals below 30 years having bachelor's/master's degree in agriculture [B.Sc.(Ag.)/M.Sc.(Ag.)] from any Agricultural University or institution as recognized by the ICAR with a minimum 55% marks (50% for SC/ST) are eligible to apply for the PGDAIM programme.

4.3.3.2. Final year graduating students expecting to complete their degree requirement before the due date and obtaining the minimum prescribed percentage of marks may also apply.

4.3.3.3. Candidates will be selected at all India level jointly by SKRAU and DAL on merit basis.

4.3.3.4. The admission to the programme will be done as per the eligibility criteria set up by the institute.

4.3.3.5. The number of seats shall be 20.

4.4 Reservation

4.4.1. Seats for OBC, SC, ST, PH, Kashmiri migrants and girl candidates are reserved as per the reservation policy of the Government of Rajasthan, implemented by the University.

4.4.2. Candidates claiming reservation shall be required to submit appropriate certificates at the time of Group Discussion / Interview, failing which they shall be treated in general category only.

4.5.3. OBC candidates should also submit an Income Certificate in support of their candidature at the time of Group Discussion / Interview.

4.5.4. Any subsequent claim for reservation shall not be entertained.

4.5. Admission of candidates from states other than Rajasthan

A candidate falling in either of the following categories will be considered in other state category:

- 4.5.1. A candidate who is a permanent resident outside Rajasthan since birth or
- 4.5.2. A candidate whose permanent address is outside Rajasthan state, unless he submits domicile certificate of Rajasthan at the time of Group Discussion / Interview
or
- 4.5.3. A candidate who has completed his qualifying examination from outside the Rajasthan state, unless he submits domicile certificate of Rajasthan at the time of Group Discussion / Interview.
- 4.5.4. A maximum of ten seats (40 percent of the intake capacity) distributed among different categories are available for the candidates from other states provided they find a place in the merit list of respective categories.
- 4.5.5. However, in case of non- availability of suitable candidates for the seats meant for the State of Rajasthan i.e., 15 seats (60 per cent) of the total seats or seats remaining vacant, suitable candidates from other states may be considered for admission or vice-versa.

4.6. Admission of In-Service candidates

- 4.6.1. Upper age limit for MBA admission be relaxed only for in-service candidates.
- 4.6.2. Candidates sponsored by NRI / Industry are not required to take the written test.
- 4.6.3. Such candidates will have to appear for Group Discussion and Personal Interview on specified dates.
- 4.6.4. Only those industries, which are registered under the Indian Companies Act, 1956 can sponsor candidates.
- 4.6.5. In case of NRI sponsored category, only those who are settled in foreign countries and fall in the category of NRI can sponsor a candidate.
- 4.6.6. Foreign students are normally admitted under the category of ICAR nominee.

4.7. Fee Structure

4.7.1. Fees and Deposits: Students are required to make payment towards fees (Institute and Hostel) in the beginning of the academic session / semester as per the details given below:

FEE STRUCTURE ACADEMIC SESSION 2019-20(ANNUAL FEE)

GENERAL CATEGORY (BOYS & GIRLS) - REGULAR SEATS

| Headings/ Components | Fee for MBA (AB) (In Rupee) |
|---|-------------------------------------|
| 1. University Account: | |
| a. Registration Fee: | 1200 |
| b. Tuition Fee@ | 36000 annual or 18000 per semester |
| C. Academic fee * | 108000 annual or 59000 per semester |
| d. Exam Fee | 6000 |
| 2. Hostel Account | |
| a. Hostel admission: | 600 |
| b. Room Rent | 4800 annual or 2400 per semester |
| C. Electric / water / fan charges | 2640 annual or 1320 per semester |
| (If Cooler is used then fee will be Rs.3000 extra) | |
| 3. College Account | |
| a. Placement | 1500 |
| b. College magazine | 600 |
| C. Games | 630 |
| d. Development | 5000 |
| e. Library | 630 |
| f. Student aid fund : | 3500 |
| g. CSU | 100 |
| h. Identity card | 100 |
| i. Caution money | 5000 |
| j. Book Bank | 600 |
| k. Computer Lab | 2500 |
| l. Utensils & furniture | 600 |
| Total Fee | 180000 |
| Note: | |
| <ul style="list-style-type: none"> The fee is to be paid on the first day of registration. @ Tuition fee is exempted in case of SC/ST candidates. | |
| <ul style="list-style-type: none"> The fee must be deposited through a demand draft in favour of the Director, IABM, SKRAU, Bikaner, Payable at Bikaner. | |

FEE STRUCTURE ACADEMIC SESSION 2019-20(ANNUAL FEE)

GENERAL CATEGORY (BOYS & GIRLS) - PAYMENT STEATS

| Headings/ Components | Fee for MBA (AB)(In Rupee) |
|---|--------------------------------------|
| 1. University Account: | |
| a. Registration Fee: | 1200 |
| b. Tuition Fee@ | 36000 annual or 18000 per semester |
| C. Academic fee * | 216000 annual or 118000 per semester |
| d. Exam Fee | 6000 |
| 2. Hostel Account | |
| a. Hostel admission: | 600 |
| b. Room Rent | 4800 annual or 2400 per semester |
| C. Electric / water / fan charges | 2640 annual or 1320 per semester |
| (If Cooler is used then fee will be Rs.3000 extra) | |
| 3. College Account | |
| a. Placement | 1500 |
| b. College magazine | 600 |
| C. Games | 630 |
| d. Development | 5000 |
| e. Library | 630 |
| f. Student aid fund | 3500 |
| g. CSU | 100 |
| h. Identity card | 100 |
| i. Caution money | 5000 |
| j. Book Bank | 600 |
| k. Computer Lab | 2500 |
| l. Utensils & furniture | 600 |
| Total Fee | 288000 |
| Note: | |
| <ul style="list-style-type: none"> • The fee is to be paid on the first day of registration. @ Tuition fee is exempted in case of SC/ST candidates. • The fee must be deposited through a demand draft in favour of the Director, IABM, SKRAU, Bikaner, Payable at Bikaner. | |

FEE STRUCTURE ACADEMIC SESSION 2019-20(SEMESTER FEE)

GENERAL CATEGORY (BOYS & GIRLS) - REGULAR SEATS

| Heading | Fee for MBA (AB) 1 st year (In Rs.) | | Fee for MBA (AB) 2 nd Year (In Rs.) | |
|---|---|---------------------|---|---------------------|
| | 1 st Sem | 2 nd Sem | 1 st Sem | 2 nd Sem |
| 1. University Account | | | | |
| a. Registration Fee | 1200 | - | 1200 | - |
| b. Tuition Fee | 18000 | 18000 | 18000 | 18000 |
| c. Academic Fee | 59000 | 59000 | 59000 | 59000 |
| d. Exam fee | 6000 | - | 6000 | - |
| Total (1) | 84200 | 77000 | 84200 | 77000 |
| 2. Hostel Account | | | | |
| a. Hostel Admission | 600 | - | 600 | - |
| b. Room Rent | 2400 | 2400 | 2400 | 2400 |
| c. Electric / water / fan charges | | | | |
| d. (If cooler is used then fee will be Rs. 3000/- extra) | 1320 | 1320 | 1320 | 1320 |
| Total (2) | 4320 | 3720 | 4320 | 3720 |
| 3. College Account | | | | |
| a. Placement Fee | 1500 | - | 1500 | - |
| b. College magazine Fee | 600 | - | 600 | - |
| c. Games | 630 | - | 630 | - |
| d. Development Fee | 5000 | - | 5000 | - |
| e. Library Fee | 630 | - | 630 | - |
| f. Student aid fund | 3500 | - | 3500 | - |
| g. CSU Fee | 100 | - | 100 | - |
| h. Identity card Fee | 100 | - | 100 | - |
| i. Caution money | 5000 | - | NIL | - |
| j. Book Bank Fee | 600 | - | 600 | - |
| k. Computer Lab Fee | 2500 | - | 2500 | - |
| l. Utensils & Furniture | 600 | - | 600 | - |
| Total (3) | 20760 | - | 15760 | - |
| GRAND TOTAL (1,2&3) | 109280 | 80720 | 104280 | 80720 |
| Note: | | | | |
| <ul style="list-style-type: none"> The fee is to be paid on the first day of registration. @ Tuition fee is exempted in case of SC/ST candidates. | | | | |
| <ul style="list-style-type: none"> The fee must be deposited through a demand draft in favour of the Director, IABM, SKRAU, Bikaner, Payable at Bikaner. | | | | |

FEE STRUCTURE ACADEMIC SESSION 2019-20 (SEMESTER FEE)

GENERAL CATEGORY (BOYS & GIRLS) - PAYMENT STEATS

| Heading | Fee for MBA (AB) 1 st year (In Rs.) | | Fee for MBA (AB) 2 nd Year (In Rs.) | |
|---|--|---------------------|--|---------------------|
| | 1 st Sem | 2 nd Sem | 1 st Sem | 2 nd Sem |
| 1. University Account | | | | |
| e. Registration Fee | 1200 | - | 1200 | - |
| f. Tuition Fee | 18000 | 18000 | 18000 | 18000 |
| g. Academic Fee | 113000 | 113000 | 113000 | 113000 |
| h. Exam fee | 6000 | - | 6000 | - |
| Total (1) | 138200 | 131000 | 138200 | 131000 |
| 2. Hostel Account | | | | |
| e. Hostel Admission | 600 | - | 600 | - |
| f. Room Rent | 2400 | 2400 | 2400 | 2400 |
| g. Electric / water / fan charges | | | | |
| h. (If cooler is used then fee will be Rs. 3000/- extra) | 1320 | 1320 | 1320 | 1320 |
| Total (2) | 4320 | 3720 | 4320 | 3720 |
| 3. College Account | | | | |
| m. Placement Fee | 1500 | - | 1500 | - |
| n. College magazine Fee | 600 | - | 600 | - |
| o. Games | 630 | - | 630 | - |
| p. Development Fee | 5000 | - | 5000 | - |
| q. Library Fee | 630 | - | 630 | - |
| r. Student aid fund | 3500 | - | 3500 | - |
| s. CSU Fee | 100 | - | 100 | - |
| t. Identity card Fee | 100 | - | 100 | - |
| u. Caution money | 5000 | - | NIL | - |
| v. Book Bank Fee | 600 | - | 600 | - |
| w. Computer Lab Fee | 2500 | - | 2500 | - |
| x. Utensils & Furniture | 600 | - | 600 | - |
| Total (3) | 20760 | - | 15760 | - |
| GRAND TOTAL (1,2&3) | 163280 | 134720 | 158280 | 134720 |
| Note: | | | | |
| <ul style="list-style-type: none"> The fee is to be paid on the first day of registration. @ Tuition fee is exempted in case of SC/ST candidates. The fee must be deposited through a demand draft in favour of the Director, IABM, SKRAU, Bikaner, Payable at Bikaner. | | | | |

Fee for Ph.D. Programme

(In Rupees)

| Heads/ Components | 1 st Semester | 2 nd Semester | Yearly Fee |
|-------------------|--------------------------|--------------------------|------------|
| Registration Fee | 1200 | - | 1200 |
| Tuition Fee | 12000 | 12000 | 24000 |
| Academic Fee | 29000 | 29000 | 48000 |
| Examination fee | 4800 | - | 4800 |
| Hostel Fee | 600 | - | 600 |
| Room Rent | 2400 | 2400 | 4800 |
| Electricity | 1320 | 1320 | 2640 |
| Institute Fee | 23960 | - | 23960 |
| | 75280 | 44720 | 110000 |

4.7.2. Miscellaneous Fee

| S. No. | Item / work | Fee (Rs.) |
|--------|--|-----------|
| 1 | Enrollment fee | 360.00 |
| 2 | Late Enrollment fee | 180.00 |
| 3 | Eligibility fee | 270.00 |
| 4 | Late Eligibility fee (Per day up to 10 days) | 180.00 |
| 5 | P.D.C. fee | 540.00 |
| 6 | Duplicate P.D.C. fee | 2120.00 |
| 7 | Migration Certificate fee | 540.00 |
| 8 | Duplicate Migration Certificate fee | 2960.00 |
| 9 | Fee for Degree in Absentia | 2120.00 |
| 10 | Duplicate Degree | 4170.00 |
| 11 | Duplicate mark sheet/grade report fee | 1390.00 |
| 12 | Duplicate Transcript fee | 1000.00 |
| 13 | Transfer Certificate & Character Fee | 100.00 |
| 14 | Document Verification Fee (Per Document) | 540.00 |

Note:

- Fees once deposited will not be refunded under any circumstances.
- The programme fee includes the cost of study material, computer use, use of teaching aids, visit to various agri business houses and participation at seminars/ symposium/ conferences/ meets etc.
- The students can register themselves with the Institute within 15 days after the last date of registration with a late fee @ Rs. 100/- per day, including holidays. No request of late registration will be entertained after this period.
- Tuition fee is exempted in case of SC/ST students.
- It may take a period of 7 days to issue the required certificates after receiving the request from the students.
- The students availing hostel facility in the boys hostel for short time (not exceeding three months) will be charged fee @ Rs. 500 per month and Rs. 50 per day (if stay time is in days).

- g) Miscellaneous fee will be charged as and when required.
- h) The fee may be credited through NEFT/RTGS to following account.

Name: Director IABM

A/C No. 670105000859

IFSC Code: ICIC0006701

Address: ICICI, SKRAU, Beechwal, Bikaner, 334006

5. GENERAL INFORMATION

- 5.1. A student admitted to a programme shall have to register in the Institute in the semester within the stipulated time indicated in the notice of admission, failing which his / her admission will stand cancelled.
- 5.2. Every student in good academic standing, unless granted a formal temporary withdrawal by the Director, shall be required to register with the Institute in each semester till the completion of all requirements for the award of the degree.
- 5.3. Attendance in courses joined later shall however, be counted from the date of the registration in the semester and it will be the responsibility of the student to maintain the minimum attendance requirement.
- 5.4. A relaxation has been given for one semester in minimum residential requirement only for Ph.D. in-service candidates of central/State Govt/SAU vide notification No. SKRAU/PGS/A.C./01/15/1949-1952 Dated 04/05.08.2015 of Dean, PGS, SKRAU, Bikaner.
- 5.5. Students are permitted to submit Ph.D. thesis during 5th semester after registration vide notification No. SKRAU/PGS/A.C./01/15/1945-1948 Dated 04/05.08.2015 of Dean, PGS, SKRAU, Bikaner.
- 5.6. Further, a student shall have to complete all the requirements including submission of thesis within 8 and 12 semesters for M.Sc. and Ph.D. programmes, respectively, which will also include period of scholastic probations or temporary withdrawal from the semesters, failing which his/her admission shall stand cancelled.
- 5.7. Institute provides scholarship to MBA(AB) student as per university rules.

TEMPORARY WITHDRAWAL

- 5.8. A student with good academic standing shall be permitted by the Director to withdraw from the programme for a specific period not exceeding two semesters provided he/she makes a written request.
- 5.9. The Vice Chancellor, on a written formal application, submitted by the student seven days before the expiry of the withdrawal period, duly recommended by the Director of the institute may grant a further extension or the leave of absence in one semester to him/her on the grounds of some compelling situation to be specified.

- 5.10. Failure to register or to obtain formal permission to withdraw from the institute/college will constitute presumptive evidence that a student has withdrawn from the institute and his/her admission shall stand cancelled.
- 5.11. A student who is granted formal permission for temporary withdrawal may be exempted from payment of all fees during the period of his/her withdrawal. If the student withdraws in the middle of a semester, the semester fee will not be refunded.
- 5.12. No student should leave the institute/university without obtaining formal permission from the Director of the Institute.

NOTE: These are only the highlights of PG rules. For details, students are advised to consult the P.G. regulations 2016 and amendments made thereafter

6. ACADEMIC STATUS AND SCHOLASTIC PROBATION

- 6.1. Following abbreviations shall be used to denote the performance of a student in a course:
- F- Fail
 - W- Withdrawn
 - R- Repeated
 - S - Satisfactory (for summer internship and project work)
 - US-Unsatisfactory (for summer internship and project work)
 - DE- Detained
 - UM- Unfair Means
- 6.2. A student failing in a particular course (i.e. having secured less than 50 per cent marks) shall be marked 'F' in that course.
- 6.3. DE shall be mentioned for a student in respect of a course in which he/she is detained from appearing in the final semester examination on account of shortage of attendance. 'DE' will also be equivalent to point '0' (zero) in 10 point scale for calculation of 'OGPA'.
- 6.4. 'W' shall be marked in the case of a student for a course from which he/she drops out within the stipulated time, i.e. 10 weeks from the commencement of semester. Credit hours for this course will not be included for computing OGPA.
- 6.5. 'UM' shall be used in case of a student who has used unfair means in tests/final semester examination, and that shall be treated as '0' (zero) in a 10 point scale.
- 6.6. A student shall be awarded zero in examination/tests in which he/she fails to appear for any reason whatsoever. The final marks shall be reported on the basis of marks obtained in other tests/examinations.
- 6.7. A student shall be required to secure 5.0 out of 10 points in a course for its successful completion.
- 6.8. A student shall be required to attain a minimum OGPA of 6.0 /10.00 to be eligible for the award of the degree.
- 6.9. To improve grade point/score in a course, the student shall be permitted to appear in the theory examination only along with the final semester examination of the consecutive semester. Permission for improvement in course(s) shall be granted for not more than four courses at a time provided a written request is made within 10 days of date of registration in the semester. A student shall be permitted to improve his/her grade point

- in course (s) having grade point 5.0 and above but less than 6.0 only once, whenever next offered in a semester.
- 6.10. A student marked 'F' or 'DE' in course (s) shall be permitted to repeat it as a regular student in the next semester whenever offered. In case of clash, he/she shall drop the new courses.
 - 6.11. The points of repeated/improved course (s) shall replace the original one with 'R' associated with it.
 - 6.12. A student with an OGPA of less than 5.00/10.00 at the end of any semester shall be removed from the Institute and no petition shall be entertained.
 - 6.13. A student with an OGPA of less than 6.00/10.00 or marked 'F', 'DE', 'UM' in any course at the end of a semester shall be placed on scholastic probation in the subsequent semester.
 - 6.14. A student on scholastic probation, ending up again with an OGPA of less than 6.0 or marked 'F', 'DE', 'UM' in any course shall either be placed on scholastic probation in the subsequent semester or dropped from the Institute at the discretion of the Director.
 - 6.15. A student after being on scholastic probation, if dropped from the Institute, shall be permitted to apply for a mercy petition to the Vice-Chancellor through Director of the Institute within 15 days of the commencement of the semester.
 - 6.16. A student recommended to continue for one more semester on scholastic probation shall be registered without late fee within seven days of the order and with a fine @ `100 per day for a further period of 3 days or up to last date of registration with late fee whichever is later.
 - 6.17. A student can offer a maximum of 30 credit hours in a semester while the maximum permissible limit will be 30 credit hours.

7. ATTENDANCE

- 7.1 A student shall be permitted to appear in the final semester examinations after a minimum attendance of 75% in each course from the date of registration in that semester.
- 7.2 The en masse absence shall be treated as absent in the course (s) and will reflect in the attendance record of the student(s).
- 7.3 The Vice-Chancellor may grant a relaxation of 10% on the minimum attendance of 75% on persuasive grounds on the recommendation of the Director of the Institute.
- 7.4 If a student abstains continuously for seven working days in a semester, his/her registration in the semester will be cancelled and parents/guardians informed accordingly at his/her permanent address. Such a student will be provided an option for re-registration in the semester within seven days of the cancellation of the registration by paying a fee of `500. If the student fails to avail this option, he/she may seek re-registration within two weeks of the cancellation by paying a fee of ` 1000. However, fulfillment of attendance requirement will be his / her responsibility.
- 7.5 If a student who has been admitted to the first semester of a programme fails to attend the classes continuously for a period of thirty days from the date of commencement of classes without the permission of the Director, his / her admission shall stand cancelled. No petition is permitted in such a case.
- 7.6 Attendance to the extent of number of lectures/ practical's missed in a course with a maximum of eight days of absence in a semester shall be credited on production of

certificate to the student deputed to represent the Institute in extracurricular activities at the University / District / State / National level.

- 7.7 A student shall not be allowed to appear in first and second Mid Term Tests if his/her attendance in a particular course falls short of 50 and 65 per cent, respectively.
- 7.8 In case the total number of classes held in a particular course in a semester is less than 10 per credit hour, the course will be treated as scratched. Such student(s) would be permitted to opt for the scratched course only in the ensuing semester when it is normally offered.
- 7.9 For the purpose of calculating attendance, the date of registration of the course in the semester would be taken as the base point

8. TESTS AND EXAMINATIONS

- 8.1. There shall be two mid-term tests of 20 marks each. A student can opt to appear in one or both the tests. Higher marks obtained in either of the tests shall be used to compute final grade of the student at the end of the semester. Courses with theory as well as practical components and courses with theory only shall be examined in written mid-term tests. Courses with only practicals shall be examined in practicals in the tests.
- 8.2. First mid-term test shall be held after completion of 1/3rd of the scheduled lectures/practical's in a semester and 33% of the syllabus of the course and second mid-term test shall be held after completion of 2/3rd of scheduled lectures/practicals in a semester prescribed and 66% of the syllabus of the course.
- 8.3. Two quizzes will be taken in each course having a weightage of 10 per cent (10 marks).
- 8.4. The question paper /practical shall cover 33% of the syllabus in first mid-term test and 66% of the syllabus in second mid-term test.
- 8.5. There shall be a final semester examination at the end of a semester consisting of written theory examination of two hours duration and practical examination of two hours duration or more, wherever required.
- 8.6. The distribution of marks in the tests and final semester examination shall be:

| Credit Hrs. (Th.+P) | Quiz | Mid Term | Assignment/ Presentation | Final Theory | Final Practical |
|------------------------|------|----------|-----------------------------|-----------------|--------------------|
| 1/2/3 + 0 | 10 | 20 | 10 | 60 | 0 |
| 1/2/3 +1 | 10 | 20 | 10 | 40 | 20 |
| 0 + 3/2/1 | 10 | 20 | 10 | 0 | 60 |

- 8.7. Final semester theory examination shall be of 2 hours duration and shall be conducted by the Institute.
- 8.8. Question papers shall contain objective as well as short and long subjective questions. No choice except within the parts of the question shall be permissible.

8.9. Mid-term tests and practical examination will be conducted on scheduled dates as announced in the academic calendar.

8.10. The minimum passing marks required in each subject will be 50 percent i.e. a grade point of 5.00/10.00.

8.11. At the end of each semester, an Overall Grade Point Average (O.G.P.A.) is calculated from the grade received in each course as follows:

$$\text{OGPA} = \frac{\sum (\text{Grade point in a course} \times \text{Credit hrs of that course})}{\sum (\text{Credit hrs of each course})}$$

8.12. Those students who appear for the back-log examination (appearing in the fifth semester) will be required to pay a University fee of `3500/-.

8.13. Examination schedule once announced shall not be changed.

8.14. No tests/examinations shall be postponed on the grounds of failure of electric supply.

8.15 There will be 5 marks out of 10 marks already assigned for assignment for Behavioral evaluation indicating parameter for the purpose may be like Initiatives, Group Behavior, Leadership Skills, Learning Attitude, Participation in class discussion, Problem Solving attitude, Emotional Intelligence, Managing Time and Stress.

8.16 No special tests/examination shall be held for students who miss it on grounds like being in police custody or attendance in court.

8.17. Separate rules are prescribed for cases of unfair means and indiscipline in the tests/examination.

8.18. The Coordination Committee of the Vice-Chancellor's has decided that the decision to re-conduct the examination in the papers in which students have staged walkout or boycott shall vest with the Chancellor. The students, therefore, need not approach the University authority in this regard.

8.19. PG / Ph.D. Students abstaining from the final semester examination due to indoor hospitalization for reasons of serious illness, surgery, pre-mature delivery/ miscarriage of a girl student, accidents or for reasons beyond the control, he/she should apply for 'I' grade within a week of abstaining from the examination. 'I' Grade Examination shall be held immediately after registration in the subsequent semester on the dates as decided by concerned Dean of the college. The course teachers are required to submit two papers in each PG/Ph.D. course to the Dean who shall utilize one of the papers in 'I' grade examination.

9. LIBRARY

9.1. Every student will be issued four library cards.

9.2. Library cards / books / periodicals / journals are non-transferable.

- 9.3. The library facility can be accessed during office hours on all working days. Book issue timings shall be from 2.00 PM to 4.00 PM and book deposit time shall be 11 AM- 1 PM on working days.
- 9.4. The Library will remain closed during lunch break.
- 9.5. Mishandling of books / periodicals / journals such as tearing of pages, marking of any kind, disfiguring of books / periodicals / journals will result in payment of fine on part of the concerned student as decided by the Library In charge.
- 9.6. In case any book / periodical / journal is lost, it has to be replaced by the student/ pay double the charge of the publication.
- 9.7. Journals/magazines/periodicals/reports and newspapers are meant to be referred in the library premises only.
- 9.8. Books once issued should be returned within seven days. Books can however be reissued subject to their availability.
- 9.9. A fine of `2 per day per book from the defaulters will be charged for first seven days and thereafter `20 per day.

10. INDISCIPLINE

10.1. General Information

- 10.1.1. These rules shall be known as enforcement of student's discipline and good behaviour rules.
- 10.1.2 These rules shall apply to students of IABM, SKRAU, Bikaner irrespective of place and manner of the act of indiscipline committed by them.

10.2. Indiscipline includes:

- 10.2.1. Continued irregularity in attendance, en-masse abstaining from classes and negligence in the work assigned.
- 10.2.2. Causing disturbance or nuisance of any kind including lockout and *gherao* in classrooms, institute premises, library, hostel, playground and other places where the students are officially sent for curricular or extra-curricular activities.
- 10.2.3. Acts of disobedience and defiance of orders, rules and regulations.
- 10.2.4. Misconduct or misbehavior or use of unfair means in connection with curricular or extra-curricular activities, functions, examinations and tests of all kinds.
- 10.2.5. Misconduct or misbehavior towards a member of the teaching / non-teaching staff of the institute/ university, member of any of the statutory bodies of the university or any visitor of the university or institute or the fellow student(s).
- 10.2.6. Causing damage to the property of the Institute or the University, disfiguring or abusing the property including library books and periodicals.
- 10.2.7. Instigation / spreading misleading reports or rumors.
- 10.2.8. Keeping / using / supplying intoxicating drinks or drugs in the Institute / University campus including hostels and playground.
- 10.2.9. Refusal to produce Identity Card on demand.
- 10.2.10. Involvement in any criminal activity or offence during the course of study inside or outside the University campus.

- 10.2.11. Possession of arms and weapons.
- 10.2.12. Any other act in the opinion of disciplinary authority considered being an act of indiscipline.
- 10.2.13. Impersonation on any occasion.

10.3. Supervision of Discipline and Sharing of Responsibility:

10.3.1 Discipline shall be supervised at different levels and the responsibility in this behalf shall be shared by:

- Director of the Institute
- Examination In charge and Course Coordinator
- Members of the Teaching Staff
- Librarian of the Institute /Warden of the Hostel

10.4 Powers of the Authority:

10.4.1. Director of the Institute

Director of the Institute within his/her jurisdiction shall have the following powers to impose any one or a combination of penalties mentioned here under:

- Issue warning.
- Impose fine upto Rs.1000/-
- Imposition of security deposit which might be confiscated at his discretion in the event of the student being found guilty of indiscipline, which will also include misdemeanor.
- Placement on conduct probation.
- Temporary or permanent withdrawal of concessions / aids / stipends / scholarships / fellowships / any other facility.
- Debar a student from attending classes upto fifteen days.
- Permanent or temporary expulsion from hostel.
- Deprive a student of library facilities.
- Debar a student from participation in games / sports or any other co-curricular activities. Disqualify a student from appearing at the examination including all types of tests.
- Expel a student upto two academic sessions / four semesters.
- Rusticate a student upto two academic sessions / four semesters.
- The Director may refer a matter to the Vice Chancellor, in case the same requires action at his level.

10.4.2. Examination Incharge and Course Coordinator

- Examination Incharge and Course Coordinator of the Institute within their jurisdiction shall have the following powers to impose any one or a combination of penalties mentioned here under:
- Issue warning.
- Impose fine upto `500/-

- Debar a student from attending classes in the course concerned or in any co-curricular activities for upto seven days.
- Report cases deserving severe punishment to the Director.

10.4.3. Members of the Teaching Staff

Members of the Teaching Staff of the Institute within their jurisdiction shall have the following powers to impose any one or a combination of penalties mentioned here under:

- Issue warning.
- Impose fine upto `100/-
- Debar a student from his / her classes upto three days.
- Report cases deserving severe punishment to the Director.

10.4.4. Librarian

Librarian of the Institute within his/her jurisdiction shall have the following powers to impose any one or any combination of penalties mentioned here under:

- Issue warning.
- Impose fine upto `100/-
- Debar a student from the use of Library for a period upto two weeks under intimation to the Director of the Institute.

10.4.5. Warden

Warden of the Hostel of the Institute within his/her jurisdiction shall have the following powers to impose any one or any combination of penalties mentioned here under:

- Issue warning.
- Impose fine upto `200/-
- Permanent or temporary expulsion of the student from the Hostel.
- Refer cases deserving severe punishment to the Director through proper channel.

10.5. Unfairmeans - All matters related to unfair means used in examinations will be dealt as per the University rules.

11. HOSTEL ADMISSION AND CONDUCT

11.1.1. Students desirous of joining the hostel shall submit applications to the Director on prescribed form.

11.1.2. The Warden will allot the rooms in the hostel and ask students to deposit the hostel fee as per rules. The Warden will endorse a copy of allotment of hostel accommodation to the institute office for record.

11.1.3. On allotment of a seat to a student in the hostel, the student will obtain necessary furniture and other articles and give a receipt of the articles received on a register meant for the purpose. While leaving the hostel, the student should handover complete charge of the room to the Warden.

- 11.1.4. The room/seat once allotted is final and the student at his own shall make no changes. Permission of the Warden must be obtained for any change.
- 11.1.5. The ragging of the students is strictly prohibited. Any student found guilty of this will be punished severely, which may include removal from hostel and institute.
- 11.1.6. Students may be allowed to stay in the hostel till he/ she is registered with IABM and fulfill all requirements of stay in the hostel.
- 11.1.7. Lighting fire or preparing food or other eatables in the rooms is not permissible. Students are not allowed to carry food to the room from the kitchen/dining hall without the permission of the Warden.
- 11.1.8. Students should not temper with the electric fittings of the hostel. Students may keep iron box without charges but for Air cooler, heater and electrical rode, the charges will be charged Rs. 3000/- annually for each appliance.
- 11.1.9. Students are not allowed tempering with Wi-Fi system else liable for group/ individual punishment.
- 11.1.10. Any loss or damage done to the hostel property, furniture, taps, electric fittings, utensils etc. by a student shall result in payment of fine on his part. If not traceable with any particular member, the cost of the /loss will be recovered from all the students collectively.
- 11.1.11. The rooms of the students are liable to be checked at any hour and if need be the same may be opened even in the absence of the concerned student.
- 11.1.12. Students shall not order the hostel servants and shall not interfere with their work. In case of misconduct or unsatisfactory service on the part of the servants, students shall immediately report the matter to the Warden.
- 11.1.13. Items of common use such as magazine, newspaper, radio, television, utensils etc. should not be taken to the rooms.
- 11.1.14. Absence from the boyshostel after 10:00 p.m. in summer and 9:00 p.m. in winter will be considered as serious offence. The Warden may grant permission to stay out for a night, which shall generally be not granted for more than once a week.
- 11.1.15. Absence from the girls' hostel after 8.00 pm will be considered as serious offence. Timings are according to security matter permitted for girls in College of Home Science area. The Warden may grant permission to stay out for a night, which shall generally be not granted for more than once a week.
- 11.1.16. Students shall not keep large sums or valuables in their rooms. The hostel authorities accept no responsibility for the goods lost by the students. Strict disciplinary action shall be taken against the student violating these rules or thereby creating complications for the authorities.
- 11.1.17. Students shall not put up notices or convene meetings of any sort under any circumstances, anywhere in the hostel compound, without taking prior permission

from the Warden. Students making noise in the hostel are liable for group punishment.

- 11.1.18. Students should not misuse or waste electricity and water in the hostel.
- 11.1.19. Students are expected to keep oil lamp or candles for emergencies (power failure).
- 11.1.20. At the time of vacation, the students are required to leave the hostel within 24 hours unless otherwise permitted by the Warden. Anyone disobeying this rule is liable to disciplinary action.
- 11.1.21. Silence must be observed in the hostel at the hours when students devote time to studies.
- 11.1.22. Students are not expected to leave the station without obtaining prior permission of the hostel / institute authorities in writing.
- 11.1.23. Throwing out waste papers, spitting, defacing and committing nuisance on the premises of hostel or any other kind of nuisance are punishable offences. The students are expected to maintain their rooms in a tidy condition.
- 11.1.24. Intoxication in any form is an offence and the students found intoxicated shall be liable to punishment including removal from the hostel.
- 11.1.25. Keeping of weapons and intoxicants in the room will be treated as an offence and students will be liable to punishment including removal from the hostel.
- 11.1.26. Students should not patronize peddlers, barbers, dhobies etc. unless they have permission from the Warden. Generally, no unauthorized person will be allowed to enter the hostel.
- 11.1.27. In case of any problem or any quarrel in the hostel premises, the concerned students should report the matter in writing to the Warden, immediately. Direct approach to higher authorities would be considered as an act of indiscipline.
- 11.1.28. Misconduct, disobedience to the hostel authorities and breach of hostel rules shall be liable to fine, suspension or removal from the hostel / institution.
- 11.1.29. Students should take prior permission for keeping a guest in the hostel (near to IABM) guest room. Charges for ground floor guest room will be at par with dormitory and first floor guest room will be at par with University guest house.
- 11.1.30. No ex- student/ alumni will be allowed to stay in the hostel for any reason. Only members who are invited by the institute will stay in hostel guest room.
- 11.1.31. Visitors and guests will be required to sign in the register meant for the purpose in each hostel.

12. RAGGING

12.1 In order to curb the menace of ragging in institutions offering higher education, the UGC has prepared Regulations which had been approved by the Commission in its meeting on June 4, 2009 and the same have been circulated to all universities established or incorporated by or under a Central Act / Provincial Act or State / UT Act and all institutions deemed to be universities under Section (3) of UGC Act, 1956. Ragging is totally banned in the institute and considering it as a criminal offence, strict disciplinary action will be taken against students indulging in ragging. Students admitted in the institute along with their parents / guardians will be required to submit an affidavit as per the UGC guidelines.

Considering the gravity of the matter and the suffering undergone by the concerned students including suicides reported from different parts of the country, the Govt. of India has issued directives of the Hon'ble Supreme Court of India to all educational institutions for combating the menace of ragging.

12.2. The undermentioned Anti Ragging Squad and Anti Ragging Committee will function during the academic session 2019-20.

| Anti-Ragging Squad | Anti-Ragging Committee |
|---|--|
| 1. Dr. Amita Sharma, Asst. Prof. 2. Dr. Vikram Yogi, Asst. Prof. 3. Mrs. Nirmala Sankhla, Clerk Gr. I 4. Sh. R. K. Yadav, Clerk Gr. II | 1. Dr. N. K. Sharma, Director 2. Dr. Aditi Mathur, Asst. Prof. 3. Mr. Vivek Vyas, Asst. Prof. 4. Sh. Deepak Mathur, Clerk Gr. I |

12.3. The Committee for Prevention of Sexual Harassment at Work Place during the academic session 2019-20 is as under:

1. Dr. Amita Sharma, Asst. Prof.
2. Dr. Aditi Mathur, Asst. Prof.
3. Dr. Seema Tyagi, Asst. Prof.
4. Mr. Vivek Vyas, Asst. Prof.
5. Mrs. Nirmala Sankhla, Clerk Grade-I
6. Sh. R. K. Yadav, Clerk Gr.II& Hostel Assistant
7. Ms. Deepika Tiwari, PhD Scholar
8. Sh. Heera Lal, Class-IV

12.4 The Committee for Land Scaping and Waste Management during the academic session 2019-20 is as under:

1. Dr. S. S. Meena, Asst. Prof.
2. Dr. Vikram Yogi, Asst. Prof.
3. Dr. Amita Sharma, Asst. Prof.
4. Mr. Vivek Vyas, Asst. Prof.
5. Sh. Dilip Singh, Clerk Grade-I
6. Sh. Idan Ram, Driver
7. Sh. Heera Lal, Class-IV
8. Sh. Jangir Singh, Class-IV

12.4. All the students of IABM, particularly of Second Year, are hereby advised not to involve themselves in any activity / incident which may be considered as ragging and demands action as per the law.

12.5. Any student found guilty of being involved in any ragging activity will be punished as per the rules applicable.

12.6. Any incident of ragging involving the students of IABM should be immediately brought to the notice of the Anti-Ragging Committee / Anti-Ragging Squad for taking immediate action.

12.7. Students can also send their complaint/ grievance on <feedback4iabm@gmail.com>.

12.8. Students in distress owing to ragging related incidents can access the National Anti-Ragging Helpline 1800-180-5522 (Toll Free) for contact M/s Syrex Info-services India Pvt. Ltd., J-1, Udyog Nagar, Rohtak Road, PeeraGarhi, New Delhi- 110041.

13. CONTACT DETAILS OF IMPORTANT PERSONS (2019-20):

| Section | Officer In-charge/ Coordinator/ Dealing Assistant | Contact No. | E-mail |
|-------------------------------------|---|--|--|
| Account Section | Dr. Vikram Yogi (DDO) Shri R. K. Yadav (Accountant) | 7976453340 9982513847 | vikram@iabmbikaner.org |
| Admission Section | Dr. Satyveer Singh Meena (O/I) Smt. Nirmala Sankhla Clerk Gr. I | 7737673252 9413770395 | satyveer@iabmbikaner.org nirmala.iabm@gmail.com |
| Boys Hostel | Dr. Vikram Yogi (Warden) Shri R. K. Yadav (Hostel Asstt.) | 7976453340 9982513847 | vikram@iabmbikaner.org |
| Career Counselling & Placement Cell | Dr. Aditi Mathur (Placement Officer) Mr. Vivek Vyas (Additional Placement Officer) | 8696942174 7597390988 | aditi@iabmbikaner.org vivek@iabmbikaner.org |
| Course Coordinator | Dr. Amita Sharma (Course Coordinator) Dr. Aditi Mathur (Course Coordinator- Acting) Smt. Nirmala Sankhla, Clerk Gr. I | 9413372313 8696942174 9413770395 | amita@iabmbikaner.org aditi@iabmbikaner.org nirmala.iabm@gmail.com |
| Establishment Section | Dr. S. S. Meena (O/I) Shri Deepak Mathur, Clerk Gr. I | 7737673252 9529207058 | satyveer@iabmbikaner.org |
| Examination Section | Dr. Aditi Mathur (O/I) Smt. Nirmala Sankhla, Clerk Gr. I | 8696942174 9413770395 | aditi@iabmbikaner.org nirmala.iabm@gmail.com |
| Girls Hostel | Dr. Amita Sharma (Warden) Dr. Kirti Khatri (Warden) | 9413372313 8209743509 | amita@iabmbikaner.org |
| Library | Mr. Vivek Vyas (O/I) Smt. Nirmala Sankhla, Clerk Gr. I | 7597390988 9413770395 | vivek@iabmbikaner.org nirmala.iabm@gmail.com |
| Stores | Dr. S. S. Meena (O/I) Shri Deepak Mathur, Store Keeper | 7737673252 9529207058 | satyveer@iabmbikaner.org |
| Student Section | Dr. Amita Sharma (O/I) Dr. S. S. Meena (Acting O/I) Smt. Nirmala Sankhla, Clerk Gr. I | 9413372313 7737673252 9413770395 | amita@iabmbikaner.org satyveer@iabmbikaner.org nirmala.iabm@gmail.com |
| Student | Dr. S. S. Meena (ADSW & ADPE) | 7737673252 | satyveer@iabmbikaner.org |

| | | | |
|----------------|---------------------------------|------------|--|
| Welfare | Shri Deepak Mathur, Clerk Gr.I, | 9529207058 | |
|----------------|---------------------------------|------------|--|

Other Important University Officers:

1. Dr. Vimla Dunkwal, Dean, Post Graduate Studies, SKRAU, Bikaner 01512250561
2. Dr. Veer Singh, Director Student Welfare, SKRAU, Bikaner, 9414604144
3. Dr. A. K. Sharma, Controller of Examinations, SKRAU, Bikaner, 9982409404
4. Dr. Data Ram Kumhar, Chief Warden (Boys Hostel), SKRAU, Bikaner, 7014856338
5. Dr. Madhu Sharma, Chief Hostel Warden (Girls Hostel), SKRAU, Bikaner, 9461036631
6. Dr. R D Jat, Security Officer, SKRAU Bikaner, 9660300872

14. Online Self Learning Resources:

Government of India has taken initiatives to strengthen the higher education quality across the nation with new education policy with three principles: Access, Equity and Quality. In this era of global online learning our new age students could get benefit from such online learning portals and could add more skills required for their career and professional development.

Some important official online learning platforms are hereby suggested for students as follows:

1. NPTEL Portal, Government of India: <https://nptel.ac.in/>
2. Swayam Portal: <https://swayam.gov.in/explorer>
3. Massive Open Online Courses in Agriculture or AgMOOCs- <https://www.agmoocs.in/>
4. Virtual Learning Platform from NAARM, Hyderabad: <https://naarm.org.in/VirtualLearning/vlc/>
5. Online free courses from IIM Bangalore: <https://www.edx.org/school/iimbx>
6. Global Online Learning Platform: Edx platform: <https://www.edx.org/>
7. Global Online Learning Platform: Coursera- <https://www.mooc-list.com/course/leadership-through-marketing-coursera>

15: Academic Calendar (Academic Year 2019-20)

15.1: MBA (Agri Business)

Semester – I

| | |
|--|-----------------------------------|
| Date of Registration for I year students | July 15- July 16, 2019 |
| Date of Registration for II year and Improvement | July 22- July 23, 2019 |
| *Date of Registration with late Fee for II year | July 24 - August 07, 2019 |
| Orientation Program (First Year) | July 17, 2019- July 20, 2019 |
| Summer Project Presentation (Second Year) | August 1- August 09, 2019 |
| I Mid Term Examination | August 28- August 31, 2019 |
| Industrial Outreach (First Year) | September 09 – September 22, 2019 |
| Industrial Tour (First Year) | October 31- November 05, 2019 |
| Placement Training (Second Year) | October 31- November 05, 2019 |
| II Mid Term Examination | November 18 – November 23, 2019 |
| Project Work Synopsis (Second Year) | December 3- December 07, 2019 |
| Placement Week | December 09- December 13, 2019 |
| Final Examinations | December 16 - December 31, 2019 |

Semester - II

| | |
|---|---------------------------------|
| Date of Registration- I Year & II Year students | January 06- January 07, 2020 |
| **Date of Registration with late Fee | January 08- January 22, 2020 |
| I Mid Term Examination | February 25 - February 28, 2020 |
| II Mid Term Examination | March 30 – April 04, 2020 |
| Credit Seminar Presentations | April 07 – April 16, 2020 |
| Project Work Presentations | April 17- April 22, 2020 |
| Final Examinations (First Year) | April 24- May 01, 2020 |
| Final Examinations (Second Year) | May 1 - May 8, 2020 |
| Summer Internship | May 05 – July 15, 2020 |

Note: *Applicable only to II Year Students, ** Applicable to all the Students.

15.2: Ph.D. (Agri Business)

Semester -I

| | |
|---|-----------------------------------|
| Date of Registration for I year students | July 17- July18, 2019 |
| Date of Registration for II year students | |
| *Date of Registration with late Fee for II year | July 19 - August 02, 2019 |
| I Mid Term Examination for I year | September 16- September 19, 2019 |
| IIMid Term Examination for I year | November 18- November 22, 2019 |
| Credit Seminar for II year students | August 19, 2019& October 18, 2019 |
| Preliminary Examination for II year students | November 05, 2019 |
| Final Examinations for I year | December 26 – December 31, 2019 |
| Research | July – December, 2019 |

Semester - II

| | |
|------------------------------------|------------------------------|
| Date of Registration | January 06- January 07, 2020 |
| Date of Registration with late Fee | January 08- January 22, 2020 |
| I Mid Term Examination | March 26 – March 30, 2020 |
| II Mid Term Examination | April 22 – April 25, 2020 |
| Final Examinations | June 22- June 27, 2020 |
| Research | January – June, 2020 |

Contact Details:

**Faculty of Agri Business Management
Institute of Agri Business Management
S.K. Rajasthan Agricultural University
Beechwal Industrial Area, Bikaner,
Rajasthan, India; 334006
Official Contact: 0151-2252981/ 982
director@iabmbikaner.org
Official Website: www.iabmbikaner.org**

“Our duty is to encourage everyone in his struggle to live up to his own highest idea, and strive at the same time to make the ideal as near as possible to the Truth.”