

**BIKANER TECHNICAL UNIVERSITY, BIKANER**

**बीकानेर तकनीकी विश्वविद्यालय, बीकानेर**



**SYLLABUS**

**2020-2021**

**MBA (Agri-Business Management)**



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## बीकानेर तकनीकी विश्वविद्यालय, बीकानेर

### ABM-101-FUNDAMENTALS OF MANAGEMENT & ORGANIZATIONAL BEHAVIOR

#### 1. COURSE OBJECTIVES

1. To acquire knowledge to understand concepts and key principles of management and be able to critically apply this knowledge to analysis of a complex case study
2. To understand and apply a selected management topic to a real organizational setting
3. Understand how application of OB frameworks, tools, and concepts can enhance individual, group, and organizational effectiveness
4. Reflect on your own beliefs, assumptions and behaviours with respect to how individuals, groups and organizations act in order to expand your approaches and increase your own organizational effectiveness.

#### 2. COURSE CONTENT

**Unit I - Principles of Management:** Management: Introduction, Definition of management, Nature, Purpose and Functions, Levels and types of managers, managerial roles, skills for managers, evolution of management thought, Fayol's fourteen principles of management, Recent trends in management.

**Unit II - Planning and Organizing:** Planning: Meaning, Nature of Planning, Planning Process, Objectives, MBO, Strategies, level of strategies, policies, methods and programs, Planning Premises, Decision-making, Process of decision-making, Types of decisions, Techniques in decision-making; Organizing: Organization structure, Formal and informal organizations, Functional, divisional, geographical, customer based and matrix organizations, team-based structures, virtual organizations, boundary less organizations. Principles of organizations-chain of command, span of control, delegation, decentralization, and empowerment.

**Unit III - Controlling:** Meaning, importance of controlling, controlling process, types of control, factors influencing control effectiveness.

**Unit IV - Organizational Behaviour:** Organizational Behaviour: Introduction, definition, fundamental principles of OB, contributing disciplines, challenges and opportunities. Evolution & Organizational Behavior in India.

**Unit V - Foundations of Individual Behaviour:** Individual behaviour: Foundations of individual behaviour. Ability: Intellectual abilities, Physical ability, the role of disabilities; Personality: Meaning, formation, determinants, traits of personality, big five and MBTI, personality attributes influencing OB. Perception: Meaning, Process of perception, factors influencing perception, link between perception and individual decision-making. Attitude: Meaning, Formation, components of attitudes, relation between attitude and behaviour.

**Unit VI – Motivation & Leadership:** Motivation: Meaning, theories of motivation-needs theory, two factor theory, Theory X and Y, application of motivational theories;



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Leadership: Meaning, styles of leadership, leadership theories, trait theory, behavioural theories, managerial grid, situational theories

### 3. TEXT BOOKS

1. Management Fundamentals, Robert N Lussier, 5e, Cengage Learning.
2. Fundamentals of Management, Stephen P. Robbins, Pearson Education.
3. Charles W L Hill, Steven L McShane, 'Principles of Management', Mcgraw Hill Education, Special Indian Edition.
4. L. M. Prasad, Principles and Practice of Management, 7Ed, S.Chand Publishers
5. Stephen P. Robbins, Timothy A. Judge, NeharikaVohra, Organizational Behaviour by Pearson 18e
6. Organizational Behavior 12th Edition by Fred Luthans
7. Mishra. Organizational Behavior, Vikas Publishing House.
8. Greenberg, Jerald and Baron, Robert. Behavior in Organizations, Prentice Hall of India.
9. Aswathappa. Organization Behavior (Text, Cases & Games), Himalaya Publishing House.
10. Luthans, Fred. Organizational Behavior, Tata McGraw-Hill.
11. Newstrom. Organizational Behavior: Human Behavior at Work, Tata McGraw-Hill

### 4. REFERENCE BOOKS

1. Essentials of Management, Koontz Kleihrich, Tata Mc – Graw Hill.
2. Management Essentials, Andrew DuBrin, 9e, Cengage Learning.
3. Mukherjee, Principles of Management & Organisational Behaviour, Tata McGraw Hill.
4. Hellriegel, Slocum & Jackson, ' Management - A Competency Based Approach', Thomson South Western, 10th edition.
5. Personality and Organizations (Organization and Management Series) 1st Edition by Benjamin Schneider
6. Work Motivation in Organizational Behavior by Craig C. Pinder
7. Work Motivation: History, Theory, Research, and Practice Book by Gary P. Latham
8. Management Process and Organisational Behaviour Hardcover – Import, 1 Dec 2003 by Sudan Amrik Singh
9. Primal Leadership Book by Daniel Goleman
10. Organizational Culture and Leadership Book by Edgar Schein

### 5. COURSE OUTCOME

CO1: Understand the Principles of Management

CO2: Demonstrate the applicability of Planning and Organizing.

CO3: Analyse the complexities associated Controlling.

CO4: Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.

CO5: Understand the concept of Individual behaviour and Personality



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CO6: Understand the concept of Motivation and Leadership

### 6. SPECIAL NOTES:

- Case studies may be given on emerging trends from each module.
- Presentation and Group Discussions
- Assignments on various topics related to subject matter.

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## ABM - 102: MANAGERIAL ECONOMICS

### 1. OBJECTIVE

1. To familiarize the students with the fundamental economic concepts & principles.
2. To make students understand about the factors affecting managerial decision making.
3. To make students aware about Macroeconomic principals & stabilization policies

### 2. CONTENTS

**Unit - I** Introduction to Business economics and Demand Analysis: Managerial Economics-Nature, Scope &significance, Fundamental Principles of Managerial Economics: Opportunity Costs, Incremental, Time perspective, Discounting and Equimarginal principles

Theory of Consumer Behavior: rationality, revealed preferences and utility, indifference curves, utility maximization, demand functions, substitution and income effects, substitutes and complements, demand elasticity.

**Unit – II** Production analysis: Production function with one variable input and two variable inputs – Law of diminishing of returns – iso-quants and iso-cost analysis – Producer Equilibrium – Law of substitution – Production functions and managerial decision making – Equilibrium of a multiproduct business firm – Expansion path.

**Unit - III** Cost & Revenue analysis: Kinds of costs – costs in the short run and in the long run and their behavior – Applications of cost analysis in managerial decision making – The relationship between product and cost curves, business planning or envelope curve, economies and Diseconomies of scale. Break Even Analysis- Meaning, Assumptions, Determination of BEA, Limitations and Uses of BEA in Managerial Economics. (Problems on BEP)



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**Unit – IV** Market structure: Perfect Competition: Features, Determination of Price under Perfect Competition - Monopoly: Features, Pricing under Monopoly, Price Discrimination. Oligopoly: Features, Kinked Demand Curve, Cartel, Price Leadership – Monopolistic Competition: Features, Pricing under Monopolistic Competition, Product Differentiation; Pricing strategies and practices: Multi product pricing, price discrimination, transfer pricing, cost plus pricing, incremental / marginal pricing, transfer pricing, peak load pricing etc.

**Unit – V** Macro Economics measures: Introduction, Basic Concepts, Macroeconomic Ratios, Index Numbers, National Income Deflators; Consumption Function, Investment Function, Marginal efficiency of capital and business expectations, Multiplier, Accelerator

**Unit – VI** Stabilization Policies: Introduction, Economic Stability, Instruments of economic Stability, Monetary Policy, Fiscal Policy, Physical Policy or Direct Controls; Business Cycle- Introduction, Meaning and Features, Theories of Business Cycles, Measures to Control Business Cycles, Business Cycles and Business Decisions; Inflation - Meaning and Kinds, Measures to Control Inflation, Deflation

### 3. COURSE OUTCOMES

CO1 Understand the relative importance of Managerial Economics and basic concepts of Managerial economics.

CO2 Analyze to find firm's equilibrium.

CO3 Understand the modern managerial decision rules and optimization techniques.

CO4 Evaluate features of different kinds of markets and analyzing pricing strategies

CO5 Be equipped with the various measures of Macro economics

CO6 Understand the stabilization Policies, business cycles and inflation

### 4. REFERENCE BOOKS

- 1) Managerial Economics, Yogesh Maheshwari, PHI, 2/e, 2011
- 2) Managerial Economics, Atmanand, Excel BOOKS, 2/e, 2010
- 3) Managerial Economics- Principles and worldwide applications, Dominick Salvatore, Oxford Publication, 6e, 2010

### 5. TEXT BOOKS

1. Managerial Economics- Theory and Applications, Dr. D.M Mithani, Himalaya Publications.
2. Managerial Economics, Tata Mcgraw-Hill, New Delhi Moyer & Harris,



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3. Managerial Economics, D.N Dwivedi, 8th ed., Vikas Publication.
4. Managerial Economics, H. L Ahuja, S. Chand, 2011
5. Indian Economy, K P M Sundharam and Dutt, 64th Edition, S Chand Publication.
6. Business Environment Text and Cases by Justin Paul, 3rd Edition, McGraw-Hill Companies.

### 6. SPECIAL NOTES

1. Case study related with each module must be discussed in class
2. All the students needs to present a PPT in class on relevant topic which will be evaluated
3. Current Indian and international economic scenario must be discussed in class
4. Field/desk/numerical Assignments must be given to understand the concepts properly

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## ABM-103 - ACCOUNTING FOR MANAGERS

### 1. COURSE OBJECTIVES

1. Understand and explain the conceptual framework of Accounting.
2. Prepare Accounts for various entities under different situations.
3. Acquire basic concepts of Cost & Management Accounting relevant for managerial decision making.

### 2. COURSE CONTENTS

**Unit-I Introduction:** Definitions, Accounting Cycle, Objectives of Accountings, Basic Accounting Terms, Generally Accepted Accounting Principles, Accounting Concepts and Conventions, Accounting System.

**Unit-II Events and Transaction:** Voucher, The Concepts of Account, Debit and Credit, Types of Accounts, The Accounting Process: Journals, Ledgers and Trial Balance, Accounting Equation, Accrual Basis & Cash Basis of Accounting, Capital & Revenue Transaction.

**Unit-III Preparation of Final Accounts:** Trading Account, Profit and loss Account with adjustments, Balance Sheet.



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**Unit-IV Preparation of Cash Flow Statement:** (Accounting Standard – 3 Revised), Analysis of Financial Statements: Comparative, Common size, Trend Analysis, Inferences and Interpretations from Published Financial Statement.

**Unit-V Management Accounting:** concept, need, importance and scope; Budgetary control-meaning, need, objectives, essentials of budgeting, different types of budgets; standard costing and variance analysis (materials, labour): Marginal costing and its application in managerial decision making.

**Unit-VI Contemporary Issues in Financial Accounting:** Global financial reporting, GAAPs and IFRSs, IAS, Indian GAAP and US GAAP, Foreign currency accounting, Inflation Accounting, Human Resource Accounting, Environment accounting, Responsibility Accounting (theory only).

### 3. COURSE OUTCOMES

1. Explain the role of accounting in organizations;
2. Analyze, evaluate business transactions and communicate financial information to a range of stakeholders;
3. Apply basic management accounting techniques for business planning and control;
4. Apply key types of financial performance measurement tools to analyze financial statements.

### 4. REFERENCE BOOKS

1. Anthony, R. N., Hawkins, F. D., & Merchant, K. A. (2006). Accounting: text and cases (12th ed.). New Delhi: Tata McGraw Hill.
2. Albrecht, W. S., Stice, D. J., Stice, E. K., Monte, R., & Swain, R .M. (2010). Accounting: concepts and applications (11th ed.). U.S.A: South Western.
3. Anthony, R. N. (2006). Accounting: text & cases (11th ed.). New Delhi: Tata McGraw Hill.
4. Belverd, E., Needles, Jr., & Powers, M. (2005). Principles of financial accounting (9th ed.). New York: Houghton Mifflin. Faculty of Management Studies, University of Delhi.
5. Garrison, R. H., Noreen. E. W. (2007). Managerial accounting (12th ed.). New Delhi: Tata McGraw Hill.
6. Hilton, R. W. (2008). Managerial accounting (3rd ed.). New Delhi: Tata McGraw Hill.
7. Larson, D. K., & Chiappetta, B. (2004). Fundamental accounting principles (17th ed.). New Delhi: McGraw Hill.
8. Michael, C. K. (2003). Financial accounting: A focus on decision making (2nd ed.). New Delhi: West Publishing Company.



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8. Spiceland, J. D. (2009). Financial accounting (International edition). New Delhi: Tata McGraw Hill.
10. Vij, M. (2009). Management accounting. New Delhi: MacMillan India Ltd.

### 5. SPECIAL NOTES

1. The list of cases and other specific references including recent articles will be announced by the instructor at the time of launching the course.

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## ABM-104 – MARKETING MANAGEMENT

### 1. COURSE OBJECTIVE

1. To introduce the students to the concepts, strategies and contemporary issues involved in the marketing of products and services.
2. To familiarize students with theories, concepts, contexts and practical application of Marketing in real life business environment
3. To develop an understanding of Marketing as central and strategic function in a firm's business strategy.

### 2. CONTENT OF THE SUBJECT

**Unit I Introduction to Marketing:** Concept, nature, scope, importance and functions of marketing; Process of Marketing; Basic Concepts - needs, wants, value and satisfaction; Marketing mix; Strategic marketing planning – an overview.

**Unit II Understanding Marketing Environment:** Introduction and Factors affecting Marketing Environment, Competition, Porter's Five Force Model; Marketing Information System; Introduction to Marketing Research, Market Research and Forecasting.

**Unit III Consumer Behaviour:** Introduction, Factors influencing Consumer Behaviour, Consumer buying decision process, Models of Consumer Behaviour, Organizational Buying Behaviour; Segmentation, Targeting and Positioning: Market Segmentation: Introduction, Criteria for Effective Segmentation, Evaluating and Selecting Market Segmentation, Targeting Selected Markets, Targeting Strategies, Theories of Positioning, Effective Positioning Strategies.





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**Unit IV Product Management:** Concept of a product, Classification of products, Major product decisions, Product line and product mix, Product life cycle – strategic implications, New product development and consumer adoption process; Branding, Packaging and Labeling.

**Unit V Pricing Decisions:** Factors affecting Price Determination, Pricing Policies and Strategies. Channels of Distribution: Nature, Functions, and Types of Distribution Channels; Designing Distribution Channels, Managing Conflicts and Controls in Channels, Retailing, Wholesaling and Logistics

**Unit VI Marketing Communication:** Role of Promotion in Marketing, Integrated Marketing Communication, Determining Promotional Mix, Advertising, Sales Promotion, Publicity and Public Relations, Personal Selling and Sales Management; Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Holistic Marketing, Social Marketing, Global Marketing; Relationship marketing and other emerging developments of marketing.

### 3. COURSE OUTCOME

- CO1 Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behavior; of product, distribution, promotion and pricing decisions.
- CO2 Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces
- CO3 Analyze the Consumer Behaviour and Segmentation, Targeting and Positioning
- CO4 Understanding the major product decisions, product line, product mix and product life cycle.
- CO5 Analysing the factors affecting Price determination, Pricing Policies and Strategies and Channels of Distribution.
- CO6 Understanding the Marketing Communication

### 4. REFERENCE BOOKS

1. Perrault. W.D (Jr.), Cannon, J.P., & McCarthy, E.J. Basic Marketing. New Delhi: Tata McGraw-Hill
2. Ramaswamy, V. S., & Namakumari, S. Marketing management: global perspective Indian context (4th ed.). New Delhi: Macmillan.
3. Saxena, R. Marketing management (4th ed.). New Delhi: Tata McGrawHill

### 5. TEXT BOOKS



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1. Kotler, P., Keller, K L., Koshy, A. and Jha, M., "Marketing Management", 13th Edition, Pearson Education.
2. Mullins, J., Walker, O. and Harper, B J., "Marketing Management: A Strategic Decision Making", 7th Edition, McGraw-Hill.
3. Etzel, M.J., Walker, B.J., Stanton, WJ. and Pandit, A., "Marketing: Concepts and Cases", 13th Edition, Tata McGraw-Hill.
4. Kurtz, D. L. and Boone, L.E., "Principles of Marketing", 12th Edition, Thomson
5. Winer, R., "Marketing Management", 3th Edition, PHI.

### 6. SPECIAL NOTES

- Case studies: At least once case study from each module.
- Presentation: Individual/ Group presentation can be assigned
- Group Discussions: GD can be done on subject topics in modules
- Assignments: Individual/ Group Assignments can be allocated
- Guidelines for students and teachers: Newspaper, Magazines and Bulletins related to in related subjects Business Environment and Economy to be referred

## AB-105 AGRI BUSINESS & RURAL ENVIRONMENT IN INDIA

### 1. COURSE OBJECTIVE

To provide the students an insight into broad agricultural and rural business environment in India.

### 2. CONTENT

**Unit I: Introduction to Agribusiness Environment:** Key factors of agribusiness environment-finance, infrastructure, legal and regulatory framework; Stakeholders in the establishment of enabling environments-public as well as private roles.

**Unit II: Reforms for Agrarian environment:** Phases of agriculture development, Abolition of intermediaries, Tenancy Reform, Ceiling of Agricultural Land holdings, Impact of Land Reforms on Farming Community, Fragmentation of Landholdings; Agrarian transition-pre-green revolution and post green revolution; Challenges like-agrarian crisis; issues of small and medium farmers.

**Unit III: Reforms of Economic Environment and Indian Agriculture:** Impact of economic policies on Agriculture and Agribusiness; liberalization, privatization and globalization on Agri business sector; Linkages among sub-sectors of the Agribusiness sector.



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**Unit IV Rural Environment:** Importance of rural community in Indian economy; Status of Employment, Income and Consumption in Rural India; Characteristics of Indian Rural community; Rural Industry; Rural Urban Migration and its impact on agriculture; Role of cooperatives in Rural Development.

**Unit V: Reform in Rural Socio-economic Environment:** Rural financial inclusion as well as exclusion; MNREGA; PURA; Sansad Adarsh Gram Yojana (SAGY), National Rural Livelihood Mission; Deen Dayal Upadhyaya Grameen Kaushalya Yojana; Pradhan Mantri Gram Sadak Yojana and Govt. Initiative for Rural Development.

**Unit VI: Impact of Technology of Rural India:** Rural technological Inclusion as well as Exclusion. Globalization and rural economy, Impact of Media, IT, diffusion on Rural Culture.

### 3. COURSE OUTCOMES

CO1 Understand the importance of Agribusiness Environment.

CO2 Evaluate Reforms for Agrarian environment

CO3 Analyse the Reforms of Economic Environment and Indian Agriculture

CO4 Understand the Rural Environment

CO5 Understand Reform in Rural Socio-economic Environment

CO6 Understand Impact of Technology of Rural India

### 4. REFERENCE BOOKS

1. Deshpande, R.S. and Arora, S., 2010, Agrarian crisis and farmer suicides. Sage publications, Delhi.
2. Gupta, K. B., Siddiqui, F. and Alam, I., 2014, Rural Management, CBS Publishers and Distributors Pvt. Ltd., Delhi.
3. Konig, G., Da Silva, C. A. and Mhlanga, N., 2013, Enabling environments for agribusiness and agro-industries development: Regional and country perspectives, FAO, Roma (Italia).

### 5. TEXT BOOKS

1. Palanithurai, G. and Ramesh, R., 2011, Globalisation and rural development. Concept publishing company, Delhi.
2. Sabharwal, D., 2002, New Technology and Agrarian Change, Sanjay Publication, Delhi.
3. Singh, K., 2009, Rural Development: Principles, Politics and Management, Sage Publications India Pvt. Ltd., Delhi.



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### 6. SPECIAL NOTES

1. Case study related with each module must be discussed in class
2. All the students needs to present a PPT in class on relevant topic which will be evaluated
3. Current Indian and international economic scenario must be discussed in class
4. Field/desk/numerical Assignments must be given to understand the concepts properly

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### ABM-106 – HUMAN VALUES

#### 1. COURSE OBJECTIVES

1. Recognize the need and importance of value education & learn how to implement these values in their real life and engineering
2. Understand harmony in human being (with body & self), family, society and Nature
3. Implications of the above Holistic Understanding of Harmony on Professional Ethics

#### 2. COURSE CONTENT

##### **Unit I - Need, Basic Guidelines, Content and Process for Value Education:**

Understanding the need, basic guidelines, Self-Exploration - its content and process; 'Natural Acceptance' and Experiential Validation, Continuous Happiness and Prosperity- Human Aspirations, Right understanding, Relationship and Physical Facilities, Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

##### **Unit II - Understanding Harmony in The Human Being - Harmony In Myself:**

Understanding human being as a co-existence of the sentient 'I' and the material 'Body' Understanding the needs of Self ('I') and 'Body' - Sukh and Suvidha Understanding the Body as an instrument of 'I', Understanding the characteristics and activities of 'I' and harmony in 'I' Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail, Programs to ensure Sanyam and Swasthya.

##### **Unit III - Understanding Harmony in The Family And Society- Harmony in Human-**

**Human Relationship:** Understanding harmony in the Family, Understanding values in human-human relationship; meaning of Nyaya and program for its fulfilment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) , meaning of Vishwas; Difference between intention and competence, meaning of Samman, Difference between respect and



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differentiation; the other salient values in relationship, harmony in the society, Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals, Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (SarvabhaumVyawastha )- from family to world family.

**Unit IV - Understanding Harmony in The Nature and Existence:** Whole Existence as Coexistence: Understanding the harmony in the Nature. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature. Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all pervasive Space. Holistic perception of harmony at all levels of existence

**Unit V - Implications of The Above Holistic Understanding of Harmony on Professional Ethics. Natural Acceptance of Human Values:** Definitiveness of Ethical Human Conduct. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order. Competence in Professional Ethics: a) Ability to utilize the professional competence for augmenting universal human order, b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems, technologies and management models. Strategy for transition from the present state to Universal Human Order: At the level of individual: as socially and ecologically responsible engineers, technologists and managers. Case studies related to values in professional life and individual life.

### 3. TEXT AND REFERENCE BOOKS

1. R. R. Gaur, R Sangal, G P Bagaria, A Foundation Course in Human Values and Professional Ethics, Excel Books, 2009. ISBN: 978-9-350-62091-5
2. R. Subramanian, Professional Ethics includes Human Values, Oxford Univ. Press.
3. A. N. Tripathy, 2003, Human Values, New Age International Publishers.
4. M Govindrajran, S Natrajan & V.S. Senthil Kumar, Engineering Ethics (including Human Values), Eastern Economy Edition, Prentice Hall of India Ltd.
5. B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books.
6. B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.

### 4. COURSE OUTCOMES

CO1 Recognize the need and importance of value education

CO2 Understand harmony in human being (with body & self)

CO3 Understand harmony in family and society

CO4 Understand harmony in nature & learn how to implement these values in their real life and engineering

CO5 Implications of the above Holistic Understanding of Harmony on Professional Ethics



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### ABM-107 – BUSINESS COMMUNICATION AND TECHNICAL WRITING SKILLS LAB

#### 1. COURSE OBJECTIVES

1. To enable the students to become aware of their communication skills and sensitise them to their potential to become successful managers
2. To introduce them to some of the practices in business communication that are in vogue
3. To help them acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as
  - making speeches,
  - controlling one-to-one communication,
  - enriching group activities and processes,
  - giving effective presentations,
  - writing letters, memos, minutes, reports and advertising and
  - maintaining one's poise in private and in public
4. To build their confidence and to install competitiveness by projecting a positive image of themselves and of their future.

#### 2. COURSE CONTENT

**Unit I – Overview of Business Communication:** Understanding Business Communication: Concept of Business Communication concept, Models of Communication, Process of Communication, Principles of Communication, Characteristics of effective business communication, Barriers to communication environment and ways to overcome them, Communication and Ethics, Cross Cultural Communication

**Unit II – Channels of Communication and Listening:** Channels of communication, Types of communication: Verbal, Non-Verbal, Formal, Informal communication. Body Language, Listening: Importance of Listening, Types of Listening, Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills

**Unit III Business Writing:** Fundamental of Business writing, Principles of Written Communication: 7 C.s of written communication. Types of Business letter: Inquiries, Claims, Invitations, Reservations and Orders, Refusal & Collection Letters, Sales Letters; Inter-office Memos; Circulars, Notices & Recommendation Letters.



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**Unit IV Business Reports and Proposals:** Introduction, What is a Report, Steps in Writing a Routine Business Report, Parts of a Report, Corporate Reports, Business Proposals.

**Unit V Careers and Resumes:** Introduction, Career Building, Understanding yourself, setting a career goal, job search / looking at various options, preparing your resume, resume formats, traditional, electronic and video resumes, online recruitment process.

**Unit VI Spoken English and Interviews:** Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary. Mastering the art of giving interviews in selection or placement interviews, discipline interviews, appraisal interviews and exit interviews

### 3. COURSE OUTCOME

CO1 To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization and to draft effective business correspondence with brevity and clarity.

CO2 To stimulate their Critical thinking by designing and developing clean and lucid writing skills.

CO3 To demonstrate his verbal and non-verbal communication ability through presentations.

### 4. TEXT BOOKS

1. Mishra. B, Sharma. S, Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190.
2. Chaturvedi P. D, Chaturvedi M., Business Communication: Concepts, Cases and Applications. Pearson Education India. ISBN: 8131718727.
3. Greenbaum. Sidney. College Grammar of English. Longman Publishers. ISBN: 9780582285972.

### 5. REFERENCE BOOKS

1. Pal, Rajendra and Korlahalli, J.S., Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
2. Kaul, Asha, Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
3. Murphy, R., Essential English Grammar, CUP. ISBN: 8175960299.
4. C. Muralikrishna and S. Mishra, Communication Skills for Engineers, Pearson education. ISBN: 9788131733844.



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### ABM-108 – COMPUTER APPLICATION LAB

#### 1. COURSE OBJECTIVES

This Lab work is designed to make the students of management familiar with the basic concept of working various applications on computer.

#### 2. COURSE CONTENT

**Unit I MS office – I:** Lab Sessions relating to

- MS Word
- Developing business presentation with MS-PowerPoint
- MS Access
- MS Project

**Unit II – MS Office – II:** Students are expected to Find the following parameters or Prepare for a given dataset using MS Excel

- Draw all types of Diagrams and Graphs
- Construction of one way and two-way tables
- Arithmetic Mean
- Geometric Mean
- Harmonic Mean
- Median, Mode
- Quartiles, Deciles, Percentiles
- Minimum, Maximum, Range
- Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Coefficient of Variance
- Co-efficient of Skewness: - Karl- Pearson, Bowley, Kelly,
- Correlation coefficient
- Regression coefficient - Slope (b in  $y = a + bx$ )
- Regression Constant - Intercept (a in  $y = a + bx$ )

**Unit III - Tally Software:** Use of Tally, Journal Entry in Tally, GST entry in tally software; Design your own web page and web page of your college

**Unit IV - Internet Basics:** Types of Connection, Internet Protocol, IP Address, Connectivity to Internet, Wi-Fi Connectivity.

**Unit V Google Search Tricks and Techniques**

**Unit VI - Working with Google Services:** Docs, Spreadsheet, presenter, sites, etc.





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### 3. COURSE OUTCOME

CO1 To impart students a broad outline of the basic management software such as MS Office, Tally and internet basics.

CO2 The students will learn the important analytical tools used for practicing computer in management stream.

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### ABM-109 – PRACTICE SCHOOL-I

#### 1. COURSE OBJECTIVE

A management graduate needs to have exposure of the industrial working and understanding of application part of management concepts and also know his responsibility towards the society. Therefore, a new concept of practice school has been introduced in the curriculum.

#### 2. COURSE CONTENT

This practice school in first semester will have two parts -

##### I. Industry Interaction

In this, students will start his industry interaction in the very first semester of the MBA program. He/ She has to visit an organization for 3 hours /week in any industry finalized/selected by competent authority. This interaction will give him feel and insight to the real time working.

A. This 3 hours /week will be after the classroom studies

B. Selection criteria of organisation-

- 1) Have turnover more than 20 lakhs
- 2) Have more than 20 employees

C. In this 3 hours/week, student will observe following points in organisation –

- 1) Organisational structure and hierarchy
- 2) Different kind of jobs/works done by the employees at all levels in the company
- 3) Working of different departments
- 4) Types of skills require to work in an organisation
- 5) Ways of internal and external communication
- 6) Formal dressing and attitude



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7) Coordination and team work

## II. Social Responsibility

To make students understand his role and responsibility in society & nature and co-existence as whole, student has to take an initiative towards contribution in any relevant social and environmental issue.

A. This work will be performed after the time of regular classes

B. As a socially responsible citizen, student will perform following activities after approved by the competent authority -

- 1) Making contribution in increasing the income of any street vender or any needy person from under privileged section
- 2) Cleanliness Campaign
- 3) Donation of his/her belongings which is of no use to him/her to needy ones
- 4) Plantation and care for nature (soil, natural resources, plants and animals)
- 5) Girl child and women safety, education and empowerment.
- 6) Blood donations and help of needy people at hospitals
- 7) Helping the under – privileged section of the society
- 8) Educating the street children or in schools when and where needed
- 9) Nukkad-Natak on any topic of social or environmental concern
- 10) Any other

## 3. COURSE OUTCOME

CO1 To impart students a real time work experience.

CO2 To make students aware about their role & Responsibility in society.



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### 1ST YEAR – II SEMESTER

#### ABM-201 HUMAN RESOURCE MANAGEMENT

##### 1. COURSE OBJECTIVES

1. Develop the knowledge, skills and concepts needed to resolve human resource management problems or issues.
2. Manage the employment relationship, which is a shared responsibility between employers, management, human resources specialists, and employees. Identify the human resources needs of an organization or department.
3. Evaluate the procedures and practices used for recruiting and selecting suitable employees. Assess training requirements and design a successful orientation and training program

##### 2. COURSE CONTENTS

**Unit -I: Introduction to Human Resource Management:** Introduction, Nature, Objectives, Principles, Definition, Scope and Origin of HRM, Functions of HRM, HRM Models, Organizational Performance & HRM, Environmental Factors & HRM.

**Unit-II: Resourcing the Organization:** Job Analysis, Job Design, HR Planning process, Recruitment: Significance, Process, Sources-Internal & External, Evaluation of Recruitment Activity, E-recruitment. Selection: Criteria, Methods, Short listing, Selection & Validation of Selection. Appointment and its process, Induction/ on boarding.

**Unit III: Training & Development:** Meaning & Concept, Training Need Assessment, Training & Development (T&D) Process, Designing Training Programme. Methods of Training – On the Job & Off the Job methods, Outsourcing Training, Executive Development Programme, Evaluation of T&D Programmes.

**Unit IV: Performance Management System:** Meaning, Nature & Components, Identifying & Measuring Employee Performance, Essentials of Effective Performance Management, Methods & Techniques, Performance Evaluation and Feedback, Potential Appraisal, Career Planning and Development, Career stages.

**Unit V: Remuneration & Rewards:** Components of Employee Remuneration, Devising a Remuneration Plan, Principles of Remuneration, Salary, Allowances, Incentives, Perks and other benefits, Individual Incentives Piece Rate System & Bonuses, Monetary & Non-monetary Rewards, Importance of Equity, Profit Sharing, Modern methods of gain sharing.

**Unit VI: Emerging Trends in HRM:** Workers Participation in Management, Ethical Issues in HRM, Role of Technology in Training & E-Learning, Succession Planning, Talent Acquisition and Management, Employee Turnover, Employee Retention Strategies.

##### 3. COURSE OUTCOMES

1. To have an understanding of the basic concepts, functions and processes of human resource management.



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2. To be aware of the role, functions and functioning of human resource department of the organizations.
3. To design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems and develop human resources management which facilitate the internal change necessary to accomplish the business strategy.

#### 4. REFERENCE BOOKS

1. K Aswathappa, Human Resource Management-Text & Cases, Publisher : McGraw Hill Education
2. Pravin Durai, Human Resource Management, Publisher : Pearson
3. Stephen P Robbins, Fundamentals of Human Resource Management, Publisher : John Wiley & Sons
4. Julie Beardwell, Human Resource Management, Publisher : Pearson
5. Gary Dessler, Human Resource Management, Publisher : Pearson

#### 5. TEXT BOOKS

1. Raymond A. Noe, Human Resource Management, Publisher : McGraw Hill Education
2. Derek Torrington, Human Resource Management, Publisher: Pearson
3. B.B Mahapatro, Human Resource Management, Publisher : New Age International
4. P. Subba Rao, Essentials of Human Resource Management, Publisher: Himalaya Publishing House
5. Robert L Mathis, Human Resource Management, Publisher : Cengage Learning

#### 6. SPECIAL NOTES

1. Case studies: At least once case study from each module.
2. Presentation: Individual/ Group presentation can be assigned
3. Group Discussions: GD can be done on subject topics in modules
4. Assignments: Individual/ Group Assignments can be allocated
5. Guidelines for students and teachers: Newspaper, Magazines and Bulletins related to subject area of Human Resource management to be referred
6. Recent News/Articles: Journals, News Feeds, Articles to be referred



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### ABM-202 STATISTICAL TECHNIQUES & RESEARCH METHODOLOGY

#### 1. COURSE OBJECTIVES

1. To familiarize students with basic of quantitative techniques and the research.
2. To enable the students in conducting research work and formulating research synopsis and report.
3. To familiarize Students with Statistical packages such as SPSS/EXCEL.
4. To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem.

#### 2. COURSE CONTENTS

**Unit I: Role and uses of quantitative techniques in business decision making;** Frequency Distribution, Measures of Central Tendency; Measures of Variation, Skewness and Kurtosis;

**Unit II: Correlation & Regression:** Correlation -types, Coefficient of correlation, Coefficient of determination; Regression- types, linear regression model, construction of regression lines, Coefficient of regression

**Unit III: Introduction to Research:** Meaning of Research and Significance of Research in Management, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers. Process of Research: Define the research problem. Steps Involved in Research Process. Research Design: Various Methods of Research Design. Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member.

**Unit IV: Collection of Data:** Types of Data: Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data.

**Unit V: Analysis of Data:** Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Use of XCEL/SPSS and other software in Data Analysis, Nonparametric & parametric tests Hypothesis Testing: Sampling theory; Formulation of Hypotheses; Application of Z-test, t-test, F-test and Chi-Square test. Application and Analysis of Variance (ANOVA). Non parametric tests



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**Unit VI: Research Report Preparation:** Types and Layout of Research Report, Precautions in Preparing the Research Report. Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned

### COURSE OUTCOMES

The aim of the course is to provide participants with an introduction to research methods and report writing. Upon successful completion of the course you are expected to:

CO 1: Understand the quantitative Techniques

CO 2: Understanding the concepts of Correction & Regression

CO 3: Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.

CO 4: Have basic knowledge on qualitative research techniques

CO 5: Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis

CO 6: Have basic awareness of data analysis-and hypothesis testing procedures

### 4. REFERENCE BOOKS

1. Vohra N.D., 2017. Quantitative Techniques in Management. McGraw Hill Education.
2. Khandelwal & Gupta, "Quantitative Techniques for Management", 2008-09, Ajmera Book Company
3. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th Edition
4. Research Methodology, Panneerselvam, R., Edition: Second Edition
5. Research Methodology : A Guide for Researchers In Management and Social Sciences, Taylor, Bill, Sinha, Gautam, Ghoshal, Taposh
6. Research Methods: A Process of Inquiry, Book by Anthony M. Graziano And Michael L. Raulin

### 5. TEXT BOOKS

1. Cook TM & Russell RA., 1989. Introduction to Management Science. Prentice Hall.
2. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.
3. Research Methodology: Methods and Techniques (Multi Colour Edition) by C.R. Kothari (Author), Gaurav Garg (Author), New Age International Publication



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### ABM-203 QUALITY MANAGEMENT IN AGRI BUSINESS

**Unit-I: Quality in Agri Business** - The importance of quality and the role of quality assurance in agri business, the quality control process and its relevance, Quality grades and standards: overview and relevance, benefits to consumers, producers and food processors.

**Unit-II: Food grades and standards for various food commodities** - cereals, pulses, fruits and vegetables, meats, poultry products; Review of statistics relevant to quality control, quality control charts used in the food industry.

**Unit-III: Food adulteration** - Types of adulterants: Agrochemicals/veterinary drug residues; occurrence of pesticide residues, antibiotic residues, heavy metals etc., Sensory evaluation, panel screening, selection methods. Sensory and instrumental analysis quality control. Quality control of food at all stages and of packaging materials. Non-destructive food quality evaluation methods. Biosensors and their use in quality evaluation of food products. Aspects of food safety. Laboratory auditing, Food traceability systems, Food recall and withdrawal.

**Unit IV: Standards/guidelines of products and product ingredients-** Total quality management, Hazards Analysis Critical Control Points (HACCP), Good Manufacturing Practices (GMP), Good Laboratory Practices (GLP), Milk and Milk Product Order (MMPO), Meat Food Products Order (MFPO), Total Quality Management (TQM), Quality assurance and food safety management systems, Environment and waste management.

**Unit V: Role of Organisations** - International organisations such as ISO, IDF, AOAC, Codex Alimentarius, WTO, Sanitary and Phyto-sanitary (SPS) measures, Technical Barriers to Trade (TBT), and national organisations like BIS, FSSAI, AgMark and APEDA, Quality Council of India (QCI), Export Inspection Council (EIC); guidelines for setting up quality control laboratory and chemical safety aspects; sampling of food products; food labelling guidelines.

**Unit-VI: Food quality standards and world food trade-** differences in quality regulations in different countries and its impact on world food trade.



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### ABM-204 MANAGEMENT OF CROP & FARM ENTERPRISES

#### 1. COURSE OBJECTIVE

To acquaint the students with the basic principles of farm management dealing with the analysis of farm resources having alternatives within the framework of resource restrictions.

#### 2. CONTENT

**Unit I: Farm Business Management:** Nature, scope, characteristics and role; Farm management decisions and problems, Types and Systems of Farming. Market influences in crop selection.

**Unit II: Principles of farm management decisions:** Principle of variable proportion, Cost principle, Principle of factor substitution, Law of equi-marginal returns, Opportunity cost principle, etc.

**UNIT III: Tools of farm management and farm business analysis:** farm planning and budgeting; Farm records and accounts, types and problems in farm records and accounts, net worth statement, farm efficiency measures; Methods of valuation; Cost concepts & estimation of cost of cultivation / production.

**Unit IV: Management of farm resources:** Land, Labour, Farm machinery, Farm building, etc.; Various sources of farm power, their availability and utilization; Tractor and power tillage industry – capacity, production, present status and future prospects; concept of zero tillage.

**Unit V: Farm Mechanisation:** importance and present status, level and the scope of farm mechanization; Farm machinery selection for different size of farm and for different agroclimatic conditions; scheduling of farm operations for higher efficiencies, indices of machine performance; Cost analysis of operations and economic performance of machines.

**Unit VI: Risk and uncertainty in farming:** Sources of uncertainty in farming, Management strategy to counteract uncertainty and decision-making process in farm business management under risks and uncertainty.

#### 3. COURSE OUTCOMES

At the end of the Course, the Student will be able to:

CO1 Understand the Farm Business Management

CO2 Understand the Principles of farm management decisions

CO3 Evaluate the tools of farm management and farm business analysis

CO4 Analyse the Management of farm resources in India





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CO5 Understand the Farm Mechanisation in India

CO6 Understand the Risk and uncertainty in farming in India

#### 4. REFERENCE BOOKS

1. Heady, E. O. and Jensen, H., 1960, Farm Management Economics, Prentice Hall.
2. Johl, S. S. and Kapoor, T. R., 1973, Fundamentals of Farm Business Management, Kalyani Publ.

#### 5. TEXT BOOKS

1. Kahlon, A. S. and Singh, K., 1992, Economics of Farm Management in India. Allied Publ.
2. Panda, S.C., 2007, Farm Management and Agricultural Marketing, Kalyani Publ.
3. Raju, V. T. and Rao, D. V. S., 2015, Economics of Farm Production and Management, Oxford and IBH Publ.

#### 6. SPECIAL NOTES

1. Case study related with each module must be discussed in class
2. All the students needs to present a PPT in class on relevant topic which will be evaluated
3. Current Indian and international economic scenario must be discussed in class
4. Field/desk/numerical Assignments must be given to understand the concepts properly



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### ABM-205 AGRICULTURE FINANCE MANAGEMENT AND COMMODITY MARKETS

#### 1. COURSE OBJECTIVE

The objective of this course is to equip the students with tools and techniques of agricultural commodity market.

#### 2. CONTENT

**Unit I: Role and Importance of Agricultural Finance:** Financial Institutions and credit flow to rural/priority sector; Agricultural lending – Direct and Indirect Financing, Financing through Co-operatives; NABARD and Commercial Banks and RRBs; District Credit Plan and lending to agriculture/priority sector; Micro-Financing and Role of MFI's - NGO's, and SHG's.

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

**Unit III: Risks in Agriculture Financing:** Risk management strategies and coping mechanism; Crop Insurance programmes – review of different crop insurance schemes, yield loss and weather based insurance and their applications.

**Unit IV: 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; Regulation of futures and trading practices in leading national and regional exchanges in India.

**Unit V: Mechanics of futures trading:** hedging price risk using futures contracts; option transaction and forward transaction – concept and mechanism, price discovery mechanism and market

**Unit – VI: Clearing house and margin system:** clearing, settlement and delivery of contracts; Market surveillance and risk control; trading in warehouse receipts (WRs); WRs and collateralized commodity financing.

#### 3. COURSE OUTCOMES

At the end of the Course, the Stud will be able to:

CO1 Understand the Role and Importance of Agricultural Finance

CO2 Evaluate the Lending to farmers

CO3 Understand the Risks in agriculture financing



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CO4 Analyse the Introduction to commodity derivatives and price risk management in agricultural markets

CO5 Understand the Mechanics of futures trading scenario in India

CO6 Understand the Clearing house and margin system

#### 4. REFERENCE BOOKS

1. Khan, M. Y. and Jain, P. K., 2004, Financial Management: Text, Problems and Cases. Tata McGraw Hill.
2. Rais, A., 2012, Agriculture, Rural Banking and Micro Finance in India. New Century Publ.
3. Reddy, S., Ram, R., Sastry, N. T. V. and Devi, B., 2009, Agricultural Economics. Oxford & IBH Publishing Co. Pvt. Ltd., New Delhi.

#### 5. TEXT BOOKS

1. Ram, P. V. and Bala, S. D., 2016, Strategic Financial Management. Snow White Publ.
2. Gupta, S.L., 2005, Financial Derivatives. PHI.
3. Sridhar, A. N., 2008, Future and Options. Shroff Publishers and Distributors Pvt. Ltd.

#### 6. SPECIAL NOTES

1. Case study related with each module must be discussed in class
2. All the students needs to present a PPT in class on relevant topic which will be evaluated
3. Current Indian and international economic scenario must be discussed in class
4. Field/desk/numerical Assignments must be given to understand the concepts properly

## ABM-206 AGRICULTURE & RURAL MARKETING

#### 1. COURSE OBJECTIVE

To provide the students an understanding of

1. concepts, policies, strategies and decisions relating to marketing that can be associated with Marketing of agri produce.
2. Describe, discuss and critically reflect upon Indian Rural Marketing, Rural Consumer behaviour and Rural Market Research



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### 2. CONTENTS

**UNIT I: Agriculture Marketing:** Meaning, scope, functions; Agricultural marketing structure – meaning, components and dynamics of marketing structure, Agricultural Marketing Infrastructure: Types, Benefits, and problems; Physical Infrastructure & Institutional infrastructure - Public Sector Institutions (Regulatory Central/State Institutions form Demand Management in Agri Supply Chain Marketing of agricultural produce, Agencies for warehousing, Other important organisations in Agricultural Marketing Government/ Government Sponsored Autonomous Bodies), Co-operative Institutions, private companies and others in Agricultural Marketing.

**UNIT II: Agriculture Markets:** Classification of Markets; Market functionaries-at village level and mandi level, Methods of sale, Agricultural marketing process, APMC Act, Contract farming, Commodity market. Classification of agricultural products, Pricing policies; Promotional management; Marketing strategy – meaning & significance, Formulation of marketing strategy; Marketing mix- market segmentation and targeting, Consumer behaviour.

**UNIT III: Distribution Management:** Storage, Warehousing, Logistics and Transportation management for agricultural products; Marketing agencies/intermediaries - roles and functions; Distribution channels involved in agribusiness. Recent Trends in Agriculture Marketing in Indian and other countries; Export of agri based products; Institutional support in International Agriculture Marketing.

**UNIT IV: Introduction to Indian Rural Marketing:** Definition, scope of rural marketing, concepts, classification of rural markets, rural vs. urban markets. Rural marketing environment: Population, occupation pattern, income generation, location of rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities, rural credit institutions, rural retail outlets, print media in rural areas, rural areas requirement, rural demand and rural market index, problems in rural marketing. Rural marketing of financial services, Rural Marketing of FMCG's and Consumer durables.

**UNIT V: Rural Consumer behaviour:** Consumer buying behaviour models, Factors affecting Consumer Behaviour, Characteristics of Rural consumer- Age and Stages of the Life cycle, Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand Belief, Rise of Consumerism, Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty.

**UNIT VI: Rural Market Research:** Sensitizing rural market, Research design- reference frame, Research approach, Diffusion of innovation, Development studies, PRA approach, The need for PRA, Sampling, Operational aspects of data collection, Case studies of Rural Marketing.

### 3. COURSE OUTCOMES



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At the end of the Course, the Student will be able to:

CO1 Understand the Agriculture Marketing Concept and Agricultural Marketing Infrastructure

CO2 Evaluate the Agriculture Markets and Agricultural Product Marketing

CO3 Understand the Distribution Management in Agriculture Marketing

CO4 Analyse the Indian Rural Marketing

CO5 Understand the Rural Consumer behaviour

CO6 Understand the Rural Market Research

#### 4. REFERENCE BOOKS

1. Kohls R.L., &Uhj J.N., 2005. Marketing of Agricultural Products. 9th Edition, Prentice Hall.
2. Krishnamacharyulu C., & Ramakrishan L., 2002. Rural Marketing. Pearson Education Monczka, R., Trent, R. and Handfield, R., 2002, Purchasing and Supply Chain Management. Thomson Asia.
3. Pradeep Kashyap, Rural Marketing, 3e Perason Education, 2016.
4. Balram Dogra and Karminder Ghuman, Rural Marketing, TMH, 2009.

#### 5. TEXT BOOKS

1. Acharya, S. S., and Agarwal, N. L., 2011, Agricultural marketing in India. Oxford and IBH.
2. Sharma P., 2010. Agri-Marketing Management. Daya Publishing House
3. Sanal Kumar Velayudhan, Rural Marketing, 2e Sage publications, 2012.
4. TP Gopaldaswamy, Rural Marketing, Environment, problems and strategies, 3e Vikas Publications, 2016.

#### 6. SPECIAL NOTES

1. Case study related with each module must be discussed in class
2. All the students needs to present a PPT in class on relevant topic which will be evaluated
3. Current Indian and international economic scenario must be discussed in class
4. Field/desk/numerical Assignments must be given to understand the concepts properly



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### ABM-207 SEMINAR ON CONTEMPORARY ISSUES IN AREA OF AGRI BUSINESS MANAGEMENT

#### 1. COURSE OBJECTIVES

1. Describe, discuss and critically reflect upon selected contemporary issues in different disciplines of Agri Business Management.
2. Identify and summarize the major practical implications of the selected issues for Agri Business Institutions & organizations as well as for society at large.
3. Independently identify relevant contemporary issues in Agri Business Management as well as gathering scientific knowledge and present the report.

#### 2. COURSE CONTENTS

The exact themes for emphasis will alter as contemporary issues change. Some of the themes that might be focused upon are:

- Role of Agri business Five trillion economy
- Doubling farmers income
- Farmers issues
- New Agriculture Acts and Bills
- Carbon Credit systems
- Issues related with resource Depletion
- Organic Agriculture
- Commercialization of agriculture
- Covid' 19 and Indian Agri Business Management
- Commodity Markets
- New Agriculture & Rural Marketing systems
- Agri Entrepreneurship
- Food Retail Management
- Agri Supply Chain Management
- Recent trends in Farm Input Industry
- Traditional, Organic & Smart Technologies in Agri Business Management
- Other related and relevant themes may be chosen by the student in consultation with the faculty member

#### Subject Instructions

The course consists of several different forms of learning opportunities, including lectures, seminars and presentations. The composition of the learning environment is naturally used as an important asset in the discussion of the contemporary issues in Agri Business Management from a global perspective. The faculty members will assign contemporary issues concerning with Agri Business World. The student will prepare seminar under guidance of faculty members to be allotted by the Director/ Head/ Principal of the institute. The student will submit



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written report and make an oral presentation before a panel of internal examiner (Director/ Head/ Principal of the institute or his or her nominee) and External examiner (to be appointed by Director/ Head/ Principal of the institute from a panel proposed by the Board of Studies and approved by the Vice Chancellor of Bikaner Technical University (BTU). The assessment of the report and its presentation will be jointly done by the internal and external examiner.

### 3. COURSE OUTCOMES

1. Identify and critically evaluate contemporary issues in Agri Business world.
2. Express qualified opinions and question traditional approaches of the Agri business and Agri industry.
3. Synthesis new ideas and evaluate implications on the approaches of Agri business and Agri industry.

## ABM-208 DATA SCIENCE LAB FOR AGRI MANAGERS

### OBJECTIVES

The Objective of this Data Science Lab is

- To teach the introductory part of data science
- To teach various applications software required in Research Methodology

### COURSE CONTENT

Special Note: Students are expected to find the following parameters or prepare for a given dataset using SPSS/Systat/SAS/Statgraphics/MS Excel

#### Introduction

Introduction to Data Science,  
Need for Business Analytics,  
Role and importance of Data Scientist  
Data Science Life Cycle.

#### Data Visualization & Statistics

Visual Data Analytics and Tools,  
Bar Graph, Histogram,  
Pie Chart, Line Chart, Box Plot, Scatter Plot.

Statistics - Terminologies, Measures of Centers (Mean, Mode, Median, kurtosis, Skewness),  
Hypothesis Testing, T-test, Chi-Square Test, Anova.



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### **Supervised Learning and Its Interpretation**

Supervised Learning - Linear Regression, Bivariate Regression, Multiple Regression Analysis, Correlation Analysis.

### **Research Proposal writing**

Data Interpretation and report writing: Short and Long reports

Report presentation methods, ex: Power Point Presentation, etc

### **COURSE OUTCOME**

- To impart students a broad outline of the basic data science software such as SPSS/Systat/SAS/Statgraphics/MS Excel
- The students will learn the important analytical tools used for practicing computer in management stream.

### **EVALUATION METHOD OF DATA SCIENCE LAB**

There will be regular internal assessment and regular class room interactions as per the number of hours allotted to it. A student has to make a computer typed report before the practical exam and submit it to the department. The average number of pages in the report shall be 40-60. This report must contain the practical aspect taught by the teacher in the class, including the practical learning of various software mentioned in the Data Science lab Syllabus. The evaluation will be done by internal and external examiner. Internal Assessment of the students will be done by the concerned class teacher out of 50 marks. 50 marks assessment shall be done by the external examiner appointed by the Bikaner Technical University. The appointment of internal examiner will be done by the head of the institution while external examiner will be appointed by Bikaner Technical University Bikaner.

## **ABM-209 PRACTICE SCHOOL – II**

In this semester, the practice school theme will remain same as earlier. Students need to do both the activities after the classroom study and these activities will be selected by competent authority. The details need to be submitted online on university portal.

### **I. Industry Interaction**

Students need to work 3 hours/week in an organisation, preferably having turnover more than 20 lakhs and have more than 20 employees.

Along with the points mentioned in practice school in first semester, students will also assist in any one department to get exposure of the work carried out there. This will help him in understanding the theoretical concepts learnt in classroom.

### **II. Social Responsibility**





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Being a responsible citizen, student has to work for any relevant social & environmental issue.

- a. Contribution to increasing the income of any street vendor or any needy person from underprivileged section of the society.
- b. Cleanliness Campaign, plantation and care of plants.
- c. Donation of his/her belongings which is of no use to him/her to needy ones
- d. Conservation of natural resources (soil, natural resources, plants and animals)
- e. Girl child and women safety and empowerment.
- f. Blood donations and help of needy people at hospitals
- g. Educating the street children or in schools when and where needed
- h. Skits/ Nukkad-Natak on any topic of social or environmental concern
- i. Any other activity related to society welfare and environment.



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### 2ND YEAR – III SEMESTER

#### ABM-301 STRATEGIC POLICY AND BUSINESS LAWS

##### 1. COURSE OBJECTIVES

1. Develop the key dimensions of strategic management - Analysis, Evaluation, Choice & Implementation
2. To instil diagnostic, practical and creative skills in students to analyse and evaluate a range of business solutions in differing business contexts
3. Demonstrate knowledge and understanding of organisations' ability to implement chosen strategies and identify the areas requiring change.
4. To improve student's ability to recognize and manage legal risks in business decision making.
5. To assist in making more ethical decisions, individually and as an organization.
6. To introduce students to legal processes and substantive legal topics affecting business, including business formation, various related laws, contracts, etc.

##### 2. COURSE CONTENTS

**Unit I: Introduction:** Business and Policy, Evolution of Strategy. Strategic Intent - Vision, Mission, Objectives, Strategies, Policies. Levels of Strategy - Corporate, Business & Functional. Strategic Management Model. Strategic Decision-Making Process, Mintzberg's mode of Strategic Decision Making. Environment Scanning: External Analysis - Natural, Societal and Task Environment, Porter's Industry Analysis, Strategic Groups, Strategic Types, Hypercompetition, Industry Life Cycle Analysis. Internal Analysis - Resource based approach (VRIO Framework), Business Models, Value Chain Analysis.

**Unit II: Strategy Formulation:** SWOT Analysis, Competitive Profile Matrix (CPM). Corporate Strategy - Growth, Stability and Retrenchment. Portfolio Analysis - BCG Matrix & GE Business Screen. Corporate Parenting. Business Strategy - Porter's Competitive (Cost Leadership, Differentiation & Focus) and Cooperative Strategies. Functional Strategy - Marketing, Financial, HRM, R&D, Operations, Purchasing, Logistics & IT Strategy.

**Unit III: Strategy Implementation, Evaluation & Control:** Developing Programs, Budgets & Procedures, Achieving Synergy, Flexible type of Organizational Structures (Matrix, Network & Cellular). Reengineering & Six Sigma, Staffing & Directing, Management by Objectives (MBO) and Total Quality Management (TQM), McKinsey 7-S Framework. Measuring Performance: Types of Control, Activity Based Costing and Enterprise Risk Management (ERM). Strategic Information System: Enterprise Resource Planning (ERP), RFID



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Technology. Problems in measuring performance, Guidelines for proper control. Corporate Social Responsibility (CSR) & Corporate Governance.

**Unit IV:** Basics of the Indian Contract Act, 1872, Partnership Act, 1932, Sale of Goods Act, 1930 and Negotiable Instrument Act, 1881.

**Unit V:** Basics of Companies Act, 1956 and Consumer Protection Act, 1986

**Unit VI:** Basics of Right to Information Act, 2005, The IT Act, 2000, Indian Patent Act 1970, GST Act 2017 and Other Relevant Laws

### 3. COURSE OUTCOMES

1. Identify and recognize the various levels at which strategic decision making happens in an organization.
2. Discuss and define the factors that shape the SWOT analysis of a firm and develop an environment appraisal that will lead to formulation of strategic plans.
3. Analyze the suitability of strategies that firms have developed in the real world scenario to achieve valuable outcomes.
4. Demonstrate an understanding of the Legal Environment of Business.
5. Apply basic legal knowledge to business transactions.
6. Communicate effectively using standard business and legal terminology.

### 4. REFERENCE BOOKS

1. Thomas L Wheelen - J David Hunger, Concepts in Strategic Management & Business Policy, Publisher : Pearson
2. Charles W.L. Hill - Gareth R Jones, Strategic Management, Publisher: Cengage Learning
3. Fred R David, Strategic Management, Publisher: Pearson
4. Azhar Kazmi, Business Policy and Strategic Management, Publisher: Tata McGraw Hill
5. Tejpal Sheth, Business Law, Publisher: Pearson
6. S.S. Gulshan & G.K. Kapoor, Business Laws, Publisher: New Age International
7. Kuchhal M.C, Business Law, Publisher: Vikas Publication

### 5. TEXT BOOKS

1. Jay B Barney - William S Hesterly, Strategic Management & Competitive Management - Concepts & Cases, Publisher : Pearson



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2. P Subba Rao, Strategic Management, Publisher : Himalaya Publishing
3. R Srinivasan, Strategic Management - Indian Context, Publisher : Prentice Hall of India
4. Ramaswamy and Namakumari, Strategic Planning, Publisher: MacMillan India Ltd
5. Prasad, Business & Corporate Law, Publisher: Jai Bharat Publishers
6. A.K. Majumdar, Company Law & Practice, Publisher: Taxman Publications
7. K.R. Bulchandani, Business Law, Publisher: Himalaya Publishing House

### 6. SPECIAL NOTES

- Case studies: At least once case study from each module.
- Presentation: Individual/ Group presentation can be assigned
- Group Discussions: GD can be done on subject topics in modules
- Assignments: Individual/ Group Assignments can be allocated
- Guidelines for students and teachers: Newspaper, Magazines and Bulletins related to subject area to be referred
- Recent News/Articles: Journals, News Feeds, Articles to be referred

## ABM-302 AGRI ENTREPRENEURSHIP & PROJECT MANAGEMENT

### 1. COURSE OBJECTIVES

1. Provide an introduction to the theoretical overview of literature on entrepreneurship.
2. Inculcate entrepreneurial skills in students by giving an overview of entrepreneurs and the competences that are needed to become an entrepreneur.
3. To Explore students to all aspects of Project Management covering project identification formulation, planning, scheduling & control
4. To Enable students to acquire concepts, tools & techniques of project management

### 2. COURSE CONTENTS

**Unit I- Introduction:** Concept and Definitions, Entrepreneurship Mindset, Entrepreneurship process; Factors impacting emergence of entrepreneurship; Theories of entrepreneurship; Role of Socioeconomic environment. Managerial versus Entrepreneurial Decision Making; Entrepreneurial Attributes and Characteristics; Traits/Qualities of Entrepreneurs, Entrepreneurs versus inventors; Entrepreneurial Culture, Entrepreneur as a leader.



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**Unit II- Role of an entrepreneur** in economic growth as an innovator; generation of employment opportunities; complimenting and supplementing economic growth; bringing about social stability and balanced regional development of industries. Classification and Types of Entrepreneurs: Women Entrepreneurs; Social Entrepreneurship; Corporate Entrepreneurs, characteristics of entrepreneur: Leadership; Risk taking; Decision-making and business planning.

**Unit III- Creating Entrepreneurial Venture:** Generating Business idea – Sources of Innovation, generating ideas, Creativity and Entrepreneurship; Challenges in managing innovation; Entrepreneurial strategy, Business planning process; Drawing business plan; Business plan failures. Competitive factors: Legal requirements for establishment of new unit and raising of funds, venture capital sources and documentation required. Success Stories of Leading Entrepreneurs of India: Ratan Tata, Narayan Murti, Mukesh Ambani, Azim Premji, Akhila Srinivasan, Kumar Mangalam, Lakshmi Narayan Mittal.

**Unit IV - Basics of Project Management:** Introduction, Need for Project Management, Project Management Knowledge Areas and Processes, The Project Life Cycle, The Project Manager (PM), Phases of Project Management Life Cycle, Project Management Processes, Impact of Delays in Project Completions, Essentials of Project Management Philosophy, Project Management Principles

**Unit V- Project Identification, Selection & Planning:** Introduction, Project Identification Process, Project Initiation, Pre-Feasibility Study, Feasibility Studies, Project Break-even point, Project Planning, Project Life Cycle, Project Planning Process, Work Breakdown Structure (WBS)

**Unit VI- PERT and CPM:** Introduction, Development of Project Network, Time Estimation, Determination of the Critical Path, PERT Model, Measures of variability, CPM Model, Network Cost System, Resource Allocation, Project Cost Estimate and Budgets, Cost Forecasts,

Basics of Project Quality Management, Project Risk Management, Project Management Information System, Project Performance Measurement, Evaluation & Control, Project Closer.

### COURSE OUTCOMES

After successful completion of this course, students will be able to:

- CO 1. Understand the entrepreneurship.
- CO 2. Understand the role of entrepreneur in the economy and society.
- CO 3. Understand the fundamental principles of entrepreneurial venture.
- CO 4. Understand the basics of Project Management.
- CO 5. Understand Project Identification, Selection & Planning.



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CO 6. Understand PERT and CPM.

#### 4. REFERENCE BOOKS

1. R.D. Hishrich., Peters, M., Entrepreneurship: Irwin.
2. Barringer, B.R. and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall.
3. Kuratko, D.F., and Rao, T. V., Entrepreneurship: A South-Asian Perspective, Cengage.
4. Shankar, R., Entrepreneurship Theory and Practice, Tata McGraw Hill.
5. Project Management – M R Agrawal.
6. Fundamentals of Project Management - James P Lewis, Heritage Publishers, 2010.
7. Prasanna Chandra, Projects: Planning, Analysis, Financing, Implementation & Review, Tata Mc-Graw Hill, 2002.

#### 5. TEXT BOOKS

1. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill.
1. Project Management (Step by Step) – Larry Richman –PHI.
2. Project Management – Clifford F Gray, Erik W Larson- Mc Grawhill.
3. Project management (core text book) – Samuel J. Mantel, Scott M. shafer.
4. Project management & control –Singh & Narendra.
5. Pert & CPM – Dr BC Punmia, K K Khendelwal- Laxmi publication.
6. Project management – Desai, Vasant.
7. Project Management – K P Sharma- National publishing house- Dehli.

#### 6. SPECIAL NOTES - PRACTICAL COMPONENTS

1. Make a business plan for your intended business - talk to bankers to find out what they look for in a business plan - modify accordingly and present it in the class
2. Analyze the performance of listed family firms. How is their performance compared to the performance of other firms? Does a family firm successfully manage to create wealth for non-family investors?
3. Interview a local entrepreneur to find out his/her major motivations to start a business - which of the skills and characteristics do you find in the entrepreneur?
4. Study a local for-profit business and try to list out the positive social impacts of the business Visit a trade show and try to compare the marketing activities of various stalls in that show - make a list of good practices you come across in the show



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5. Choose an NGO in your locality. Interview the founder and present the case in class on the motivations - challenges - ecosystem support and their impacts - arrive at possible solutions and convey back to NGO
6. Case study related to project formulation & execution of chemical / petrochemical / automobile / building construction and / or event management
7. Example /case for project responsibility matrix, project appraisal, scope management, project Networking, project quality management, project risk management, project performance and closure.
8. Assigning specific situations to the students for developing a project plan and presenting the same in the class.
9. Feasibility analysis of a live project to be undertaken by the students.
10. Students to visit any two financial institutions and study the project appraisal criteria adopted by them.

### ABM-303 FOOD RETAIL MANAGEMENT

#### 1. COURSE OBJECTIVE

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

#### 2. CONTENT

**UNIT I: Indian Food market:** definition, nature, Food production in India; 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, Value additions; Organized and unorganised food retailing in India; Food wholesaling and retailing; Various food retail formats; New retail developments- food service marketing, E-tailing etc.

**UNIT III: Food Merchandising:** Marketing Mix in Food Retail Management, Merchandise Management; Competition and Pricing Strategies used in conventional and non-conventional food retailing, Private and Public distribution system; Promotion mix- sales promotion, publicity, Advertisement Strategies and brand Management in Retailing.

**UNIT IV: Managing Retail Operations:** Food buying and handling, procurement, Handling, Transportation and Logistics of Food Products; Financial management in food Retailing.

**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.



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**UNIT VI: International Food Retail:** World food production, India's position in world food trade; Impact of international business on Indian Food market; Recent Trends in international Food business.

### 3. COURSE OUTCOMES

At the end of the Course, the Student will be able to:

- CO1 Analyse the Indian Food market
- CO2 Understand the Value Chain in Food Retailing
- CO3 Evaluate the Food Merchandising
- CO4 Analyse the Managing Retail Operations
- CO5 Understand the Retail Sales Management
- CO6 Understand International Food Retail

### 4. REFERENCE BOOKS

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.

### 5. TEXT BOOKS

1. Levy M & Weitz BW. 2004. Retailing Management. 5th Edition, McGraw Hill.
2. Zentes, J., Morschett, D., and Schramm K., Hanna, 2016. Strategic Retail Management: Text and International Cases. 3rd Edition, Springer Gabler.
3. Agrawal, N., Stephen S. A., 2015. Retail Supply chain Management: Quantitative Models and Empirical Studies, 2nd Revised Edition Springer.

### 6. SPECIAL NOTES

1. Case study related with each module must be discussed in class
2. All the students needs to present a PPT in class on relevant topic which will be evaluated
3. Current Indian and international economic scenario must be discussed in class
4. Field/desk/numerical Assignments must be given to understand the concepts properly





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### ABM-304 AGRI SUPPLY CHAIN MANAGEMENT

#### 1. COURSE OBJECTIVE

The course introduces students to the concepts and processes of agricultural supply chain management, framework for structuring supply chain drivers; network designs, demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain.

#### 2. CONTENT

**UNIT I: Supply Chain:** Meaning, Definition, Evolution of SCM; Conceptual Model of SCM; Present Need; Agri SCM Approach, Traditional, Modern; Elements in SCM; Changing Business Environment SCM.

**UNIT II: Demand Management in Agri Supply Chain:** Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain.

**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 (vMt).

**UNIT IV: Logistics Management:** Evolution of Logistics; Elements of Logistics Management; Distribution Management & Strategies; Pool Distribution; Transportation Management; Fleet Management Service innovation; Warehousing; Packaging for Logistics; Third-Party Logistics (3PL/TPL).

**UNIT V: Information Technology in SCM:** IT Application in SCM; Advanced Planning and Scheduling; SCM in Electronic Business; Role of Knowledge in SCM; GPS Technology.

**UNIT VI: Performance Measurement:** Performance Measurement and Controls in Agri. Supply Chain Management; Benchmarking; Introduction, Concept and forms of Benchmarking.

#### 3. COURSE OUTCOMES

At the end of the Course, the Student will be able to:

- CO1 Understand the Supply Chain Management
- CO2 Understand the Demand Management in Agri Supply Chain
- CO3 Evaluate the Procurement Management in Agri Supply chain
- CO4 Analyse the Logistics Management in SCM
- CO5 Understand the Information Technology in SCM
- CO6 Analyse Performance Measurement



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#### 4. REFERENCE BOOKS

1. Monczka, R., Trent, R. and Handfield, R., 2002, Purchasing and Supply Chain Management. Thomson Asia.
2. Van Weele, A. J., 2000, Purchasing and Supply Chain Management Analysis, Planning and Practice, Vikas Publ. House.
3. Altekhar, R. V., 2006, Supply Chain Management: Concepts and Cases. PHI.

#### 5. TEXT BOOKS

1. Acharya, S. S., and Agarwal, N. L., 2011, Agricultural marketing in India. Oxford and IBH.
2. Chopra, S., Meindl, P. and Kalra, D. V., 2016, Supply chain management: Strategy, Planning, and Operation, Pearson Education India.

#### 6. SPECIAL NOTES

1. Case study related with each module must be discussed in class
2. All the students needs to present a PPT in class on relevant topic which will be evaluated
3. Current Indian and international economic scenario must be discussed in class
4. Field/desk/numerical Assignments must be given to understand the concepts properly

### ABM-305 MANAGEMENT OF FARM INPUT INDUSTRY

#### 1. COURSE OBJECTIVE

The objective of this course is to give the students an understanding of different marketing concept and marketing system in context of agricultural inputs.

#### 2. CONTENTS

**Unit – I: Agricultural input marketing:** Meaning and importance; Agricultural Inputs and their types – farm and non-farm; Role of cooperative; Public and private sectors in agri- input marketing; Buyers/users behaviour.

**Unit – II: Seed:** Importance of seed; Types of seeds- quality seeds, hybrid, high yielding, terminators, sterile seeds etc.; Demand and supply of seeds; Seed marketing channels, pricing, export-import of seeds; Role of National Seed Corporation and State Seed Corporation.

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



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**Unit – IV: Plant Protection inputs:** Production, consumption, export/import; Marketing system- marketing & distribution channels; Prices and pricing policy; organic plant protection methods.

**Unit -V: Farm Machinery:** Importance, types, production, supply, demand, Marketing and distribution channels of farm machines; Agri-industries Corporation and marketing of farm machines / implements /Equipments.

**Unit-VI: Irrigation:** Importance, Irrigation scenario in India, Types of Irrigation-surface, drip, sprinkler and sub-irrigation irrigation system; water sources, efficiency of irrigation system, marketing & technical challenges in irrigation systems.

### 3. COURSE OUTCOMES

At the end of the Course, the Student will be able to:

CO1 Understand the Agriculture Input Marketing Concept

CO2 Understand the seeds scenario in India

CO3 Evaluate the Fertilizers scenario in India

CO4 Analyse the Plant Protection inputs in India

CO5 Understand the Farm Machinery scenario in India

CO6 Understand the irrigation scenario in India

### 4. REFERENCE BOOKS

1. Broadway A. C. and Broadway, A. A., 2003, A Text Book of Agri-Business Management. Kalyani..
2. Singh Sukhpal, 2004, Rural Marketing- Focus on Agricultural Inputs. Vikas Publ. House.

### 5. TEXT BOOKS

1. Acharya, S. S., and Agarwal, N. L., 2011, Agricultural marketing in India. Oxford and IBH.
2. Singh, A. K. and Pandey, S., 2005. Rural Marketing. New Age.

### 6. SPECIAL NOTES

1. Case study related with each module must be discussed in class
2. All the students needs to present a PPT in class on relevant topic which will be evaluated
3. Current Indian and international economic scenario must be discussed in class
4. Field/desk/numerical Assignments must be given to understand the concepts properly



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### ABM-306 FARM MACHINERY, EQUIPMENT AND POWER MANAGEMENT IN AGRICULTURE

#### COURSE OBJECTIVE:

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

#### COURSE CONTENTS:

**UNIT I: Various sources of farm power, their availability and utilization;** Human, Animal, Mechanical and Electrical Energy Sources and their Use in Agriculture, 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.).

**Unit VI: Impact of globalization** on Indian farm machinery equipment industry. Case studies.

#### REFERENCE BOOKS

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. “Farm Power and Machinery- ICAR eCourse PDF Book”

#### TEXT BOOKS

1. Waters W.K., 1980. Farm Machinery Management Guide. Pennsylvania Agric. Extn. Service Spl. Circular No. 1992.
2. Kumar S., Kavitha T.R. and Duraisamy V.M., 2015. A Text Book of Farm Machinery, Thannambikkai Publications, Coimbatore.
3. Sahay J., 2010. Elements of Agricultural Engineering. Standard Publishers Distributors, New Delhi.



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### ABM-307 TRADITIONAL, ORGANIC & SMART TECHNOLOGIES IN AGRI BUSINESS MANAGEMENT

#### 1. COURSE OBJECTIVES

1. To facilitate the students with the concepts of Indian traditional knowledge and to make them understand the importance of roots of knowledge system.
2. To impart basic principles of Organic Agriculture & green Technology and Green Energy.
3. To focus on smart farming and smart technologies used in agriculture.

#### 2. COURSE CONTENT

**Unit I: History of Indian Agriculture:** Introduction of Indian agricultural heritage; Relevance of heritage to present day agriculture; Ancient agricultural practices; Plant production and protection through indigenous traditional knowledge. Past and present status of agriculture and farmers in society.

**Unit II: Trends & legal Framework for Indian Tradition Agriculture:** Journey of Indian agriculture and its development from past to modern era; Current scenario of Indian agriculture; Legal framework and TK: Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act (2006); Plant Varieties Protection and Farmer's Rights Act (2001) (PPVFRAct); Biological Diversity Act (2002) and Rules (2004); Protection of Traditional Knowledge Bill (2016); Geographical Indicators Act (2003). Indian agricultural concerns and future prospects

**Unit III: Organic Agriculture:** Organic farming, principles and its scope in India; Initiatives taken by Government (central/state), NGOs and other organizations for promotion of organic agriculture; Organic ecosystem and their concepts; Organic nutrient resources and its fortification; Restrictions to nutrient use in organic farming; Choice of crops and varieties in organic farming; Fundamentals of insect, pest, disease and weed management under organic mode of production; Operational structure of NPOP; Certification process and standards of organic farming; Processing, labelling, economic considerations and viability, marketing and export potential of organic products.

**Unit IV: Green Technologies & Green Energy:** Biological processes of waste management, Utilization and Recycling of Agricultural waste, Potential of Recyclable Crop Residues and its management via Morden technologies, In-situ management of agriculture waste. Use of Renewable energy - solar energy, wind and water power, oil from plants, wood from sustainable sources, other forms of biomass (plant material), and biogas (gas produced from fermentation of manure and crop residues).

**Unit V: Geo-informatics-** definition, concepts, tool and techniques; their use in Precision Agriculture. Crop discrimination and Yield monitoring, soil mapping; fertilizer recommendation using geospatial technologies; Spatial data and their management in GIS;



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Geodesy and its basic principles; **Remote sensing** concepts and application in agriculture; Image processing and interpretation; Global positioning system (GPS), components and its functions; System Simulation- Concepts and principles, Introduction to crop Simulation Models and their uses for optimization of Agricultural Inputs; STCR approach for precision agriculture; **Nanotechnology**, definition, concepts and techniques, brief introduction about nanoscale effects, nano-particles, nano-pesticides, nano-fertilizers, nano-sensors, Use of nanotechnology in tillage, seed, water, fertilizer, plant protection for scaling-up farm productivity.

**Unit VI: Smart Technologies:** Smart farming, Applications of **Artificial Intelligence** in Agriculture: Use in weather forecasting, Soil and crop health monitoring system, crop health by drones, Precision Farming and Predictive Analytics, Agricultural Robotics, AI-enabled system to detect pests. **Machine learning** – more efficient and accurate use of data for disease identification, fertilizer, crop protection products etc. **Internet of Things** smart farming solutions with the help of sensors (light, humidity, temperature, soil moisture, crop health, etc.) and automating the irrigation system.

### 3. COURSE OUTCOME

At the end of the Course, the Student will be able to:

CO1 Understand the History of Indian Agriculture

CO2 Understand the Trends & legal Framework for Indian Tradition Agriculture

CO3 Evaluate the Organic Agriculture

CO4 Analyse the Green Technologies & Green Energy

CO5 Understand the Geo-informatics

CO6 Understand the Smart Technologies

### 4. REFERENCE BOOKS

1. ParvizKoohafkan and Miguel A. Altieri. 2016. Forgotten Agricultural Heritage: Reconnecting food systems and sustainable development. Taylor & Francis Group. UK.

2. Organic Farming: Theory and Practice - S. P. Palaniappan, and K. Annadurai, Scientific Publishers (1999)

3. Applied Nanotechnology in Agriculture - S. Choudhary Arise Publishers & Distributors (2011)

4. Geoinformation Applications in Agriculture - A. K. Singh, New India Publishing Agency (2007)



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### 5. TEXT BOOKS

1. Kumari, D. and M. Veeral. 2012. A Text Book on Agricultural Heritage of India. Agrotech Publishing Academy, Udaipur, India
2. A Handbook of Organic Farming - A. K. Sharma, Agrobios (2001)
3. Handbook of Organic Farming and Bio-fertilizers - M. K. Gupta, ABD Publishers (2007)
4. Nanotechnology: Fundamentals&Applications-M. Karkare, IK International Pvt.Ltd. (2008)
5. Precision Agriculture Technology Application - K. C. Swain
6. Text book of Remote Sensing & GIS - K. C. Sahu

### ABM-308 PRACTICE SCHOOL – III

In this semester, the practice school theme will remain same as earlier. Students need to do both the activities after the classroom study and these activities will be selected by competent authority. The details need to be submitted online on university portal.

#### I. Industry Interaction

Students need to work 3 hours/week in an organisation, preferably having turnover more than 20 lakhs and have more than 20 employees

Along with the points mentioned in practice school in second semester, students will work on the topic as per the elective chosen for specialization to understand the practical aspect related with it.

#### II. Social Responsibility

Being a responsible citizen, student has to work for any relevant social & environmental issue.

- a. Contribution to increasing the income of any street vendor or any needy person from underprivileged section of the society.
- b. Cleanliness Campaign, plantation and care of plants.
- c. Donation of his/her belongings which is of no use to him/her to needy ones
- d. Conservation of natural resources (soil, natural resources, plants and animals)
- e. Girl child and women safety and empowerment.
- f. Blood donations and help of needy people at hospitals
- g. Educating the street children or in schools when and where needed
- h. Skits/ Nukkad-Natak on any topic of social or environmental concern
- i. Any other activity related to society welfare and environment.



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## बीकानेर तकनीकी विश्वविद्यालय, बीकानेर

### ABM-309 SUMMER INTERNSHIP

#### 1. COURSE OBJECTIVES

1. To provide an opportunity for students to apply theoretical concepts in real life situations at the work place;
2. To familiarize students about corporate culture and enable them to learn resilience, goal orientation and resource management.

#### 2. COURSE CONTENTS

Students are required to join 8 weeks Summer Internship work in field/industry after second semester and shall submit a report of the same at the end of third semester. The important points to be considered are:

1. Summer Internship shall be related to MBA (Agri Business Management). An internal mentor/guide shall be appointed for each student. It is mandatory for the student to seek advance written approval from the internal mentor and Head of Department about the topic and organization before commencing the Summer Internship. Internal mentor/guide needs to take regular update during the period to evaluate the actual working of the student.
2. The students need to submit the report within 2 weeks' time after completion of summer training period. And this report will be evaluated via internal and external Viva-Voce.
3. The report shall be handwritten and should not exceed 40 pages along with daily diary (works accomplished with date)
4. Summer Internship can be carried out in any Company, Voluntary Organization, NGO, MSME, Public Sector Units, Society, and Cooperative etc. on any research project.
5. The work may be based on primary / secondary data or may be an operational assignment involving working by the student on a given task/assignment/project/ etc. in an organization / industry.

#### 3. STRUCTURE OF THE REPORT

##### A. Cover Page

##### B. Two certificates

1. Certified by the Respective Faculty Guide & Head of the Department (Certificate I)
2. Certificate from the Industry (on company's letter head) (Certificate II)

##### C. Chapterization –

1. Executive Summary
2. Introduction – Introduction of the Project
3. Organization Profile - Organization where the student has undergone training including the brief history of the organization, its structure, performance products/services and problems faced.





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4. Research Methodology - Outline of the problem/task undertaken
5. Research Analysis - with relevant activity charts, tables, graphs, diagrams, etc.
6. Conclusion - including Suggestion, Recommendations (if any), Student Learning and Acknowledgement to the Concerns
7. References - in appropriate Referencing Styles. (APA, MLA, Harvard, Chicago Style etc.)

### CERTIFICATE -I

This is to certify that (Name of the Student), bearing Roll No (xxxx), is a bonafide student of Master of Business Administration (Agri Business Management) Course of the Institute (Batch), affiliated to Bikaner Technical University, Bikaner, Rajasthan.

Summer Internship on “(Title of Report)” is prepared by him/her under the guidance of (Name of the Guide), in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Bikaner Technical University, Bikaner, Rajasthan.

Signature of Internal Guide

Signature of HOD

### CERTIFICATE -II

Certificate from the Industry (on company's letter head)



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### 2ND YEAR – IV SEMESTER

#### **ABM-401 PROJECT WORK**

Guiding principle behind Project/Field Work would be improvement in knowledge/skills and employability of the students and emphasis would be on practical/field work on any project.

Students would also be allowed for Project/Field Work in research institutes if they indicate profound interest in academics/research.

The opportunity for the whole semester Project/Field Work is subjected to the student getting a suitable and justifiable project work. The permission shall be granted only on merit of the problem statement and the proposed organization.

The student is required to identify the Project/Field Work for which it is expected to collect data and carry out field testing. The student is required to submit planning/ flow chart to carry out the Project/Field Work and a detailed report with all data analysis and interpretation will be submitted to the external and internal mentor.

#### **Approval of Project/ Field Work**

The student who is required to undertake semester long Project/Field Work outside the college should present the approval letter from his proposed mentor as per the prescribed format, who shall forward it to HOD with his specific comments.

Head of Department would be the final authority to sanction the request for outstation Project/Field Work of any student.

Synopsis/Proposal of Project/ Field Work would be approved in an open house presentation in mandatory presence of Head of Department and Mentor, other faculty members and students can also attend the same. Outline of Synopsis is given in **Annexure –I**.

#### **Monitoring**

Students whose outstation Project /Field Work request is approved have to ensure that their joining reports are received by the department within 15 days of proposed date of joining in the format as given, failing which the Project/Field Work may deemed to be cancelled.

The concerned department should try to identify and request Adjunct Faculty/ Experts/ Alumni to guide and monitor the work of the students working nearby their location.

The students need to mail the monthly progress report signed by the official mentor to the faculty mentor with a copy to HOD.

The internal mentor should try to remain in touch with the students' project mentors via email/ phone to keep a watch on their progress.



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### **Preparation of Report**

Each student needs to prepare a comprehensive report of the work as per guidelines given in **Annexure –II.**

The final report needs to be submitted to the department at the end of the semester before the final external exam.

The report must not be more than 50 pages.

### **Feedback**

The project external mentor should fill an online feedback form at the end of the duration of Project Field Work.

The student should also fill a feedback form regarding his/ her experience during the Project/Field Work, for future reference of the department.

### **Certification**

After successful completion of Project/Field Work, a certificate should be provided by the host institute to the student with specific comment about his/ her performance.

The department will also provide a certificate to the student mentioning the duration and place of Project Field Work and the title.

### **Evaluation of Project Field Work**

The final end term exam/evaluation would be done based on presentation given by student and viva voce at the end of Industrial/Field Project assessed by a panel of at least two examiners in which one is internal mentor and the other one is subject expert appointed by the University.



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**Annexure – I – Synopsis**



**BIKANER TECHNICAL UNIVERSITY, BIKANER**

**Name of Affiliated College**

**Synopsis**

1. Name of Scholar:
2. Title of the Research:
3. Organisation
4. Area of study:
5. Name of Guide/Mentor (internal):
6. Name of Guide/Mentor (external):
7. Introduction:
8. Review of Literature:
9. Objectives of study:
10. Research Methodology of study:
11. Bibliography:



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**Annexure – II – Project Report Guidelines**

**Project Work Report on**

**(Title of the Report) (Times New Roman, 20 Points, Bold, CAPS)**

By

**(Student Name)**

**(Roll No) (Times New Roman, 18 Points, Bold)**

Submitted to

**BIKANER TECHNICAL UNIVERSITY**

**(Times New Roman, 20 Points, Bold, CAPS)**



*In partial fulfilment of the requirements for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION (Agri Business**

**Management)(Times New Roman, 14 Points, Bold, CAPS)**

Under the guidance of

**INTERNAL GUIDE (Times New Roman, 12 Points, Bold, CAPS)**

**(Name)**

**(Designation)**

**EXTERNAL GUIDE**

**(Name)**

**(Designation)**

**Department of MBA (Institute name with City) Times New Roman, 12 Points, Bold)**

**(Batch)**



# BIKANER TECHNICAL UNIVERSITY, BIKANER बीकानेर तकनीकी विश्वविद्यालय, बीकानेर

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## CERTIFICATE

This is to certify that **(Name of the Student)** bearing Roll No **(xxxx)**, is a bonafide student of Master of Business Administration (Agri Business Management) course of the Institute (Batch), affiliated to Bikaner Technical University, Bikaner, Rajasthan.

Project Work report on “**(Title of Report)**” is prepared by him/her under the guidance of **(Name of the Guide)**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (Agri Business Management) of Bikaner Technical University, Bikaner, Rajasthan.

**Signature of Internal Guide**

**Signature of HOD**

**Place:**

**Date:**



# BIKANER TECHNICAL UNIVERSITY, BIKANER बीकानेर तकनीकी विश्वविद्यालय, बीकानेर

## DECLARATION

I, **(Student Name)** , hereby declare that this written submission of Project Work report entitled “**(Title)** ”with reference to “**(Organization with place)**” under the guidance of **(Internal Guide Name with designation)**, faculty of M.B.A Department, **(Institute name)** and external assistance by **(External Guide Name, Designation and Organization)**, represents my ideas in my own words and where others’ ideas or words have been included, I have adequately cited and referenced the original sources, I also declare that I have adhered to all principals of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be cause for disciplinary action by the institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

Signature of the student

Name of the student

Roll No. of the student

Date:

Counter Signature by

Mentor/ Supervisor

Date:



# BIKANER TECHNICAL UNIVERSITY, BIKANER

## बीकानेर तकनीकी विश्वविद्यालय, बीकानेर

### REPORT STRUCTURE

- Cover Page with Title and other details
- Certificates and Declaration
- Preface
- Acknowledgements

### TABLE OF CONTENTS

Executive Summary

Definitions and Notations

List of Tables

List of Figures and Charts

Chapter 1. Introduction..... (Page Number)

Chapter 2. Industry and Company profile..... (Page Number)

Chapter 3. Review of Literature..... (Page Number)

Chapter 4. Resaerch Methodology ..... (Page Number)

Chapter 5. Results and Findings ..... (Page Number)

Chapter 6. Suggestions, Conclusions and Scope for further work .... (Page Number)

Bibliography

Annexure

**Note:** The text of body will be of Times New Roman 12 points and the heading will be of Times New Roman, 14 points or above as per the types of heading 1, 2 3, or so on, Bold





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## बीकानेर तकनीकी विश्वविद्यालय, बीकानेर

### ABM-402 COMPREHENSIVE VIVA

#### Guidelines for Comprehensive Viva Voce

#### COURSE OBJECTIVES

- The objective of comprehensive viva-voce is to assess the overall knowledge of the student in the relevant field of M.B.A. (Agri Business Management) acquired over 2 years of study in the undergraduate program
- To comprehend the questions asked and answer them with confidence.

#### COURSE CONTENTS

The viva shall normally cover the subjects taught in all the semesters of M.B.A. (Agri Business Management) Programme.

#### LEARNING OUTCOMES

Viva will be conducted in 4th semester which will be covering the complete syllabus. This will test the student's learning and understanding during the course of their M.B.A. (Agri Business Management) programme. In doing so, the main objective of this course is to prepare the students to face interview both in the academic and the industrial sector.

#### EXAMINATION

Every student will be required to undergo comprehensive viva-voce at the end of 8th semester of M.B.A. (Agri Business Management) Programme. The duration of the viva will range from 15-30 min. The examination committee will be constituted by the HoD and consist of at least three faculty.

#### PASSING MARKS

50%