

*Placed at the meeting of
Academic Council
held on 30.03.2021*

APPENDIX – J
MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)

Syllabus for
One Year Diploma in Agricultural Management
(Under Semester Pattern - NSQF Programme)
With effect from the academic year 2021-2022
Regulations, Scheme of Examination and Syllabus

Full Marks-500 Duration-1 year

Eligibility for the Award of Diploma

No candidate shall be eligible for the Diploma unless he/she has completed the +2 (Twelfth) Exam conducted by the State Board of Education, Tamil Nadu and has passed the prescribed examination.

Examinations

External Examination in all subjects of the semester under the scheme of examinations will be conducted at the end of year. The sessional marks in all the subjects will be awarded on the basis of continuous internal assessment earned during the year concerned. For each subject 25 marks are allotted for internal assessment and 75 marks are allotted for External Examination.

Continuous Internal Evaluation Theory (Internal Assessment Mark 25 Marks)

It has been decided to introduce Continuous Internal Assessment marks for a total of 25marks, which are to be distributed as follows:

Attendance: 5 Marks

(Award of marks for attendance will be as per the range given below)

80% - 83% 1 Mark

84% - 87% 2 Marks

88% - 91% 3 Marks

92% - 95% 4 Marks

96% - 100% 5 Marks

Test: 10 Marks

3 Tests each of 2 hours duration for a total of 30 marks is to be conducted out of which the best two will be taken and the marks to be reduced to 10.

Question Paper Pattern for Internal Exam:

5 Objective Questions x 1 Mark ... 05 Marks

5 Either or Questions x 3 Marks ... 15 Marks

2 (out of 3) Questions x 5 Marks ... 10 Marks

30 Marks

Assignment: 10 Marks

For each subject three Assignments are to be given each for 20 marks and the average marks scored should be reduced for 10 marks.

All the mark entries for assignment, test and attendance should be entered in the personal logbook of the staff handling the subject. This is applicable to the theory subjects.

Criteria for Pass

1. No candidate shall be eligible for the award of Diploma unless he/she has undergone the prescribed courses of study successfully in an institution approved by UGC and MKU pass all the subjects prescribed in the syllabus.

2. A candidate shall be declared to have passed the examination in a subject if he/she secures not less than 40% in theory, subject out of the total prescribed maximum marks including both the sessional and the external Examination marks put together, subject to the condition that he/she has to secure atleast a minimum of 30 marks out of 75 marks in the Board's Theory Examinations.

Question Paper Pattern for External Exam:

10 Objective Questions x 1 Mark ... 10 Marks

5 Either or Questions x 7 Marks ... 35 Marks

3 (out of 5) Questions x 10 Marks ... 30 Marks

75 Marks

External Exam Duration 3 Hours.

Scheme of Examination

DIPLOMA IN AGRICULTURAL MANAGEMENT							
Sl. No.	Course Title	Subject	Hours	Credit	Internal Marks	External Marks	Total Marks
01	Agri-business Financial Management	Core	90	5	25	75	100
02	Agri-Supply Chain Management	Core	90	5	25	75	100
03	Agricultural Marketing Management	Core	90	5	25	75	100
04	Management of Agribusiness Co-Operatives	Core	90	5	25	75	100
05	Lab- Farming Practices	Core - Practical	90	5	40	60	100
	Total				140	360	500

01 – AGRI-BUSINESS FINANCIAL MANAGEMENT

Objective

To impart trainings to the students regarding various aspects of financial management for agribusiness.

Unit-I : Importance, need and scope of financial management; classification and credit need in changing agriculture scenario; finance functions, investment financing; balance sheet, income statement, cash flow statement for agribusiness.

UNIT II

Financial planning and control – assessment of financial requirement of a agribusiness unit; leverage – concept of leverage, financial and operating leverage; factor affecting capital structure, features of an optimal capital structure.

Unit-III : Working capital management – concept and components of working capital, need for working capital in agribusiness, management of cash and accounts receivables, and inventory for agribusiness.

Unit-IV : Capital budgeting - steps and concept of capital budgeting, appraisal criteria – payback period, average rate of return, net present value, benefit cost ratio and internal rate of return.

Unit-V : Agri-business financing system in India - functioning of cooperative credit institutions, commercial banks, regional rural banks, NABARD, Agro-Industries Corporation, etc in agribusiness financing.

Text Book:

1. Chandra P. 2000. *Financial Management*. Tata Mc Graw Hill.

Reference Books:

1. Khan MY & Jain PK. 2004. *Management Accounting*. Tata McGraw Hill.
2. Nelson AG & Murrey WG. 1988. *Agricultural Finance*. Kalyani Publ.
3. Pandey IM. 1997. *Financial Management*. Vikas Publ. House.

02 –AGRI-SUPPLY CHAIN MANAGEMENT**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.

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

Unit-II : Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management.

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

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

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

Text Book

1. Altekar RV. 2006. *Supply Chain Management: Concepts and Cases*. Prentice Hall of India.

Reference Books:

1. Monczka R, Trent R & Handfield R. 2002. *Purchasing and Supply Chain Management*. Thomson Asia.
2. VanWeele AJ. 2000. *Purchasing and Supply Chain Management Analysis, Planning and Practice*. Vikas Publ. House.

03 -AGRICULTURAL MARKETING MANAGEMENT

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

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

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

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

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

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

Text Book:

- 1.Acharya SS & Agarwal NL. 2004. Agricultural Marketing in India. 4th Ed., Oxford & IBH.

Reference Books:

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

04 - MANAGEMENT OF AGRIBUSINESS CO-OPERATIVES

Objective : To provide the students an understanding about the agribusiness cooperative organizations and their management.

Unit-I : Cooperative administration- a global perspective, ecology of cooperative administration, cooperative sector and economic development.

Unit-II : Co-operative management- nature, functions and purpose of cooperatives – procurement, storage, processing, marketing, process of cooperative formation, role of leadership in cooperative management.

Unit-III : The state and co-operative movement, effects of cooperative law in management, long range planning for co-operative expansion, policy making.

Unit-IV : Human resource management, placement and role of board of directors in co-operative management.

Unit-V : Overview of agribusiness cooperative – credit cooperatives, cooperative marketing, dairy cooperative; financing agribusiness cooperative.

Text Book

1. Akmat JS. 1978. *New Dimensions of Cooperative Management*. Himalaya Publ. House.

Reference Books:

1. Ansari AA. 1990. *Cooperative Management Patterns*. Anmol Publ.
2. Sah AK. 1984. *Professional Management for the Cooperatives*. Vikas Publ. House.

05 – FARMING PRACTICES - LAB

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.

Unit-I : Seed- Importance of seed input; Types of seeds- hybrid, high yielding and quality seeds; Demand and supply of seeds; Seed marketing channels, pricing, export-import of seeds; Role of NSC and State Seed Corporation.

Unit-II : Rice nursery preparation, transplanting of Rice- Sowing of maize, sorghum, groundnut, chilly, onion and cotton.

Unit-III : To study the effect of seed size on germination and seedling vigour of *kharif* season crops -Effect of sowing depth on germination of *kharif* crops -Calculation of plant population, seed rate and fertilizers doses

Unit-IV : Identification of weeds in *kharif* season crops- Study of yield contributing characters and yield calculation of *kharif* season crops - Study of crop varieties and important agronomic experiments at experimental farm.

Unit-V : Study of forage experiments - Morphological description of *kharif* season crops, Harvesting and threshing of cereals, pulses, oil seeds and cash crops -Visit to research centres of related crop.

Text book:

1. Handbook of Agriculture, ICAR New Delhi.

Reference Books:

1. Broadway AC & Broadway Arif A. 2003. *A Text Book of Agri-Business Management*. Kalyani.
2. Agronomy of field crop by S.R. Reddy.
3. Chidida Singh, Modern technique of raising field crops, Vikas Publ. House.

* * * * *