

SYLLABUS OF M.Sc. (Ag.) AGRICULTURAL ECONOMICS

The department offers M.Sc. (Ag.) Degree in Agricultural Economics of the C.C.S. University Meerut. The university conducts semester wise examinations. There are four courses in each semester and in total 16 courses are offered to complete the M.Sc. (Ag.) degree in four semesters.

Master Degree Programme M.Sc. (Ag.)

Semester I:

Course I : Fundamental of Bio-Statistics & Computer application

Course II: Principles of Economics in relation to Agriculture

Course III : Economics structure ,Problems & Planning of Indian Agriculture

Course IV :Farm Management

Practical I: Based on above I-IV theory course.

Semester II:

Course V : Statistical methods in Agriculture

Course VI :Agriculture Marketing & price Policy

Course VII :Research method & Agriculture statistics

Course VIII :Economics of natural resources

Practical II: Based on above V-VIII theory course.

Semester III:

Course IX: Agricultural finance & co-operation

Course X : Production resource economics

Course XI : Entrepreneurial skill and new venture planning

Course XII : Marketing management

Practical III: Based on above IX-XII theory course.

Semester IV:

Course XIII : Strategic Management for Agribusiness

Course XIV: Financial Management for Agriculture

Course XV : Economic Growth and development

Course XVI: Organization behavioral Human Resource Management

Practical IV: Based on above XIII-XVI theory course.

Examination & Evaluation

(a) Internal assessment (written tests, quizzes, term papers, home assignments and seminars etc) shall be a continuous process in each semester.

(b) External assessment (Examination at the end of each semester) shall be based on the question papers set by the external examiners.

FUNDAMENTALS OF BIO-STATISTICS AND COMPUTER APPLICATIONS

- 1. Processing of data:** Introduction to statistics, Classification and tabulation of statistical data, frequency distribution, diagrammatic and graphical representation of data-bars, circles, rectangles, histogram, frequency polygon, frequency curve and cumulative frequency curves.
- 2. Measures of Central Tendency and Dispersion:** Mean, Median, Mode, quartiles and calculation of median, mode and quartiles by graph; range, quartile deviation, mean deviation, standard deviation, variance, coefficient of variation and standard error of mean.
- 3. Probability and Distribution:** Random experiment, events-exhaustive, mutually exclusive, mutually exclusive, equally likely, independent and favourable; definition of probability (with simple exercises), law of addition and law of multiplication of probability (with simple exercises), random variable-discrete and continuous, definitions of Binomial, Poisson Normal distributions and simple properties of the above distributions (with derivation).
- 4. Correlation and Regression:** Bivariate data, bivariate frequency distribution, simple correlation, Karl Pearson's correlation coefficient, rank correlation, Spearman's rank correlation coefficient, linear regression, regression lines, regression coefficients and their relation with correlation coefficient, multiple regression, multiple and partial correlation coefficients (for three variables only).
- 5. Computer Application: Introduction to Computer:** Definition, History, generation of development, characteristics of computer, benefits and application of computers.
Organisation of Computer: Hardware: Input devices, output devices, CPU, storage unit, **Software:** Types of software, Application of software, system Software, utility software, General purpose software.
Binary number system and its conversion, Introduction to statistical packages (Excel, SPSS, SYSTAT, Sigma stat).

(Note: Calculators may be used in theory paper).

Suggested Readings:

1. Gomez. A.G. and Gomez, A. A. (1994). Statistical Procedures for Agricultural Research, 2/e. John and sons, New York
2. Hashmad A. Reza. Statistical methods for Agricultural sciences. Timber Press, Portland, Oregon, USA.
3. Snedecor, G.W. and Cochran, W.G. (1980). Statistical methods, 7/e. Iowa state university Press, Ames, Iowa.
4. Sinha P.K. Fundamentals of computers, BPB Publication, Delhi.
5. Panse, V.C. and Sukhatme, P.V. (1967). Statistical methods for Agricultural Workers. ICAR, New Delhi.

PRINCIPLES OF ECONOMICS IN RELATION TO AGRICULTURE

THEORY

Introduction: Nature, definition and scope of economics; definition and scope of agriculture economics; techniques of economic analysis; micro & macro economics, economic system, concept of rent, interest, wages and profit.

Consumption and Demand: Modern theory of consumption, demand and law of demand, elasticity of demand, indifference curve technique. The concept of consumer's surplus, concept of equilibrium, equilibrium under different market competition.

Income and Investment: Meaning and measurement of national income, national income and welfare. Causes of inequality of income, effect of inequality measures to reduce inequality. Loren curve definitions, multiplier and accelerator effect, inflation and deflation and their effect on economy.

Business cycles: Features of business cycles, phases of business cycles, causes and effect of business cycles and their remedies.

Economic Development: Nature and characteristics of under developed economy, determination of priorities, concept of welfare economics, taxation and economic development, international trade and economic development.

PRACTICAL

1. Graphic representation of demand and supply curves, indifference curve, laws of return, business cycle, Loren curve.
2. Calculation of various aspects of national income in a particular year.
3. Calculation of consumer's surplus.

SUGGESTED READINGS:

1. Dewett, K.K. and Varma, J.D., *Elementary Economic Theory*, S., Chand & Company Ltd., New Delhi.
2. Jhingan, M.L., *Microeconomics Theory*, Vikas Publishing House, Pvt. Ltd., New Delhi.
3. Jhingan, M.L., *Macroeconomics Theory*, Vikas Publishing House Pvt. Ltd., New Delhi.
4. Joshi, J.M. and Rajendra Johsi, *Microeconomic Theory: An Analytical Approach*, Wishwa Prakashan, New Delhi.
5. Lekhi, R.K., Singh, Joginder, *"Agricultural Economics-An Indian Perspective"* Kalyani Publishers, Ludhiana.
6. Seth, M.L., *Principles of Economics*, Lakshminarayan Agarwal Educational Publishers, New Delhi.
7. Subba Reddy, S., Raghu Ram *"Agricultural Economics"* Oxford & IBH Publishing Co., Pvt. Ltd., New Delhi.

**ECONOMIC STRUCTURE, PROBLEMS AND PLANNING OF INDIAN
AGRICULTURE**

THEORY

Place of Agriculture in Indian Economy: Role and share of agriculture in economic development, interdependence between and industrial development, problems of Indian agriculture and steps taken government to solve problems.

Land: Meaning of land, characteristics of land, factor affecting productivity of land, land tenure systems in India, Problems of land holding in India, sub division and fragmentation of holding, consolidation of land holding. Meaning and objective of land reforms with special reference to U.P., land reforms and economic development.

Labour: Characteristics and type of Agricultural labour, efficiency of labour, problems of Agricultural labour, government measures to solve the problem fixation of minimum wages.

Capital: Concept and measurement of capital, theories of capital formation, problems of formation in Indian Agriculture.

Organization: Meaning and definition of Organization; difference between organization and enterprise; economics of small, large and mechanized farming; system and type of farming.

Population and Economic growth: Population growth trend in India; Theory of Demographic Transition, Malthusian theory of population. Cases of rapid growth of Population; Population and Economic growth.

Food Problem: Nature and extent of Food Problem in India; causes of Food Problem; measures to solve the Food Problem; effects of population growth on Food Problem in India. Defects in Public Distribution System; Food safety-net and food subsidies.

Rural Unemployment: Meaning and type of rural Unemployment; effects of Unemployment; causes of rural Unemployment; government steps to solve the problem.

SUGGESTED READINGS:

1. Agarwal, A.N., *Indian Agriculture: Problems, Progress and Prospects*, Vikas Publishing House Pvt. Ltd., New Delhi.
2. Bansil, P.C., *Agricultural Problems of India*, Vikas Publishing House Pvt. Ltd., New Delhi.
3. Dhingra, I.C., *Indian Economic Problems*, Sultan Chand & Sons, New Delhi.
4. Raja Purohit., *Land Reforms in India*, Ashish Publishing House, New Delhi.
5. Ruddar Datt, K.P.M. Sundaram, *Indian Economy*, S. Chand Company Ltd., New Delhi.

FARM MANAGEMENT

THEORY

Field of Farm management: Typical management decision on a farm, Identification & measurement of farm management factors. Types of farming, Farm as a business unit, goals, problems, field & objectives of farm management.

Economic Principles applied in farm Management: Law of diminishing marginal returns. Principle of fixed & variable costs, Relationship between production & costs curves. Law of combination advantage; principle of equi-marginal returns. Principle of resource substitution & cost minimization. Principle of optimum comparison of enterprises. Time comparison principal, Limitation of the principles of farm management.

Farm costs: Concepts, classification & requirement of capital in farming, depreciation of capital in farming, methods for calculating depreciation. Categories of production costs, relationship various types of farm costs and profit-maximization.

Farm planning & Budgeting: Essential of farm planning & budgeting. Techniques & procedures in developing farm plan & budget, crop enterprise budgeting, partial & complete budgeting. Various analytical tools & aids in Farm management. Data or information needed for planning and budgeting under perfect and imperfect knowledge.

Risk and Uncertainty in Agriculture: Basic concepts of Risk and Uncertainty. Types of Uncertainty in agriculture, measures of Uncertainty, measurement of variability in agriculture. Impact of variability on cost & profitability, steps against risks and Uncertainty.

Farm Business Analysis: Advantages of farm records and farm accounts, important farm records & accounts. Preparation of balance sheet and income statement, net worth statement & its analysis. Farm efficiency measures, various measures of farm income & profit, measures of farm efficiency.

PRACTICAL

1. Case study of farmer to analyses the following economic aspects of farming- farm inventory and net worth statement, cropping intensity, annual maintenance cost of draught & milch cattle, tractor & draught animal labour cost per hour & cost of irrigation per hectare from tube-well; cost of cultivation and production of various crops, monthly annual utilization of human & animal labour, use of farm machinery, various measures of farm income/profits, production efficiency. Family labour income & standard of living, recommendations & suggestions.
2. Problems exercise on economic principles in Farm Management.
3. Preparation of crop enterprise budgets & partial budgets.

SUGGESTED READINGS :

1. Adams, R.L., *Farm Management*, McGraw-Hill Book Company, Inc., New York, 1921.
2. Blagburn, C.H., *Farm Planning and Management*, Longman's Green & Co. Ltd., London, 1961.
3. Castle, E.N., and M.H. Becker, *Farm Business Management: The Decision Making Process*, The Macmillan Company, New York, 1965.
4. Dhondyal, S.P., *Farm Management (an economic analysis)*, Friends Publications.
5. Efferson, J. Norman., *Principles of Farm Management*, McGraw-Hill Book Company, Inc., New York, 1953.
6. Heady, Earl O. and Jensen Harald, R., *Farm Management Economics*, Prentice-Hall of India (Pvt. Ltd.), New Delhi, 1964.
7. Johl., S.S. and T.R. Kapur, *Fundamentals of Farm Business Management*, Kalyani Publishers, Ludhiana, 1987.
8. Sankhayan, P.L., *Introduction to Farm Management*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 1983.
9. Sharma, A.N. and V.K. Sharma, *Elements of Farm Management*, Prentice-Hall of India Pvt. Ltd., New Delhi, 1981.
10. Singh, I.J., *Elements of Farm Management Economics*, Affiliated East-West Press Private Ltd., New Delhi, 1977.

STATISTICAL METHODS IN AGRICULTURE

- 1. Theory of Sampling:** Concept of Sampling, Sampling Vs complete enumeration, Simple random sampling, stratified sampling, systematic sampling, cluster sampling and multi-stage sampling (methods, advantages and disadvantages only). **05**
- 2. Testing of Hypothesis:** Null and alternative hypothesis, two type of error, level of significance, power of the test, one tailed and two tailed tests. **03**
- 3. Test of Significance:** Z and t-test for testing equality of two means, chi-square test for testing goodness of fit, independence of attributes (contingency table) with Yates correction and testing for the variance of population, F-test for testing the equality of two variances and homogeneity of means (analysis of variance). **15**
- 4. Analysis of Variance:** Analysis of variance with one way and two way classification (one observation percell). **05**
- 5. Design of Experiments:** Basic principles of Design of Experiments, uniformity trials, shape and size of the plots and blocks, completely randomized, randomized block and Latin square designs and their analysis, Missing plot technique in R.B.D., simple factorial experiments of the 2^2 and 2^3 , confounding in factorial experiments, split-plot experiments (Layout only). **22**

AGRICULTURE MARKETING AND PRICE POLICY

Marketing in a developing economy, scope of agricultural Marketing in India. Need of efficient marketing system, function and services of agricultural marketing, marketable and marketable surplus, forward trading of future market and commodity boards. Channels in marketing. Price spreading efficiency. Problems in marketing agricultural produce, government interventions including regulated markets, procurement, buffer stock operation, co-operative marketing etc. Marketing of agricultural inputs. Market integration, price stabilization measures and policies. Government measures to improve agricultural marketing. Study of marketing channels for different agricultural produces, market failure.

Agricultural Price Policy: Trends in agricultural price, effects of fluctuation in agricultural price, need for stability in agricultural price, criteria to fix agricultural price, need and objective of agricultural price policy in India.

PRACTICAL

1. Practical study of consumer's price spread over one cereal, one vegetable and one crop.
2. Case study of Regulated market. 3. Study of processing cost of different agricultural produce (one case study to be done) 4. Detailed market survey of one major agricultural commodity by each candidate in any of the important market of U.P. 5. Visit to important grading centers, market, processing centers and other places of including irrigation and power project.

SUGGESTED READINGS :

1. Achary, S.S. and N.L. Agarwal., *Agricultural Marketing in India*, Oxford & IBH Publishing Company Pvt. Ltd., New Delhi, 1992.
2. Acharya, S.S. and N.L. Agarwal, *Agricultural Prices-Analysis and Policy*. Oxford & IBH Publishing Company Pvt. Ltd., New Delhi, 1994.
3. Edward W. Cundift, Richard R. Still and Norman A.P. Govoni., *Fundamentals of Modern Marketing*, Prentice-Hall of India Private Ltd., New Delhi, 1980.
4. Kahlon., A.S. and D.S. Tyagi., *Agricultural Price Policy in India*, Allied Publishers Pvt. Ltd., New Delhi, 1983.
5. Kulkarni, K.R., *Agricultural Marketing in India*, The Co-operators Book Depot, Bombay.
6. Matoria, C.B. and R.L. Joshi, *Principles and Practice of Marketing in India*, Kitab Mahal, Allahabad, 1995.
7. Thomsen, F.L. and Foote, R.J., *Agricultural Prices*, McGraw-Hill Book Company, Inc., New York.

RESEARCH METHOD AND AGRICULTURE STATISTICS

COURSE CONTENT

THEORY

- 1. Introduction:** Meaning of scientific method, steps in the scientific method, research process; types of research; relationship between theory and empirical research; sources of bias in research.
- 2. Selection and Formulation of Research Problem:** Definition of problem; types and sources of problem; Statement of problem; Significance of problem with reference to objective, scope and review of past research.
- 3. Natural and Role of Hypothesis in Research:** Meaning and sources of hypothesis; Research function of a hypothesis; Types of hypothesis; Attributes of a scientific hypothesis; formulation of hypothesis.
- 4. Sampling Procedure in Social researches:** Distinction between probability and non-probability sampling major forms of probability and non-probability samples; factors determining the size of sample, census versus sample survey.
- 5. Collection of Data:** Primary and secondary sources of data, techniques of gathering data-observation; mailed questionnaires, interview and schedule; meaning, validity and reliability of data with reference to research instruments.
- 6. Analysis and Interpretation:** Analysis and interpretation of data, classification and tabulation of data, use of relevant scales for measurement including socio-metric techniques and statistical analysis, presentation of data, interpretation of findings.
- 7. Research Report:** Concept and style of research report.
- 8. Agricultural statistics:** A critical study of the methods of collection, compilation and publication of current agricultural statistics viz. land utilization pattern, area and yield of crops, land holding, live-stock and agricultural prices, measures for the improvement of agricultural in India.
- 9. Agricultural Census:** Objective and methods of world Agricultural Census, (F.A.O.)
- 10. Use of Computer as a Tool in Research:** The Computer & computer technology, Computer system, important application and Use of Computer in present time.
- 11. Time Series:** Secular trend; cyclical or periodic fluctuation of time series data with reference to crop yields, prices and agricultural income Interpolation and extrapolation of data.
- 12. Index Numbers:** Principles of construction of index number, time and factor reversal tests.

PRACTICAL

1. Preparation of Questionnaire & Schedules for the collection of data. **2.** Preparation of various index numbers. **3.** Fitting of a straight line trend. **4.** Analysis of the time series data. **5.** To prepare objective work plan of a research project. **6.** Computer application in Agricultural Economics.

SUGGESTED READINGS:

1. Kothari, C.R. Research Methodology : Methods & Techniques
2. Willsen, E.B. An Introduction to Scientific Research
3. Selltize, C.H. Research Methods in Social relation
4. Young, P.V. Scientific Social Research and Survey
5. Bajpayee, S.R. Methods of Social Survey and Research
6. Mukarji. R. Social Research (Hindi)

**ECONOMICS OF NATURAL RESOURCES ENVIRONMENT AND
SUSTAINABILITY**

Natural resources: Characteristics and classification of natural resources, sustainability issues in natural resources. Role of economics in natural resources, accounting, planning, management and policy formulation. Social welfare function. Allocations of renewable and non-renewable resources under various market structures. Management strategies for major resources, government programmes for conservation and development of natural resources.

Environmental Economics: Meaning and scope of environmental economics. Concept of environmental degradation and adjustment measures. Agricultural development and its effect on ecology and environmental.

Sustainability: Concept and definition of sustainability and its measurement. Farming system approach to sustainable development.

PRACTICAL

1. To analyze the changes in the distribution of operational holdings according to size overtime and its economic implications.
2. To analyze the growth in irrigation facilities in India and states.
3. Calculation of the changes in area, production and productivity of important crops in India and major status over time.

SUGGESTED READINGS

1. Rendall Alan (1987), **Resources Economics: An Economics Analysis Approach to Natural Resources & environmental Policy**, John Wiley, New York.
2. Keer, John M. (1997), **Natural Resources Economics: Theory and Application in India**. Oxford & IBH, New Delhi.
3. Singh, Mohan M. (1993) **Environmental Economics & Natural Resources Management in Developing countries**. World Bank

AGRICULTURE FINANCE & CO-OPERATION

Agricultural finance: meaning, Importance of agricultural finance; rural credit structure. Demand supply, sources and forms; estimation of credit requirement: cost of credit/capital credit appraisal- 3 R's; 4c's, of credit; reforms in agricultural credit policy; innovation in agricultural financing; microfinance; Kisan Credit Cards; Role of institution in agricultural finance- public and private sector banks; Co-operative Mfls SHG's International Financial Institutions; principles of agricultural Financial management

Co-operation: Principles and practices of co-operation; Major co-operative organization and their functioning – IFFCO, KRIBHCO, NAFED, NDDDB; successes and failures of co-operative sector in India. Role of co-operatives under changed economic policy.

PRACTICAL

1. Preparation of a comprehensive report indicating analysis of financial institution, farm financial Budgets, flow charts, credit proposal. 2. Assessment of the farmer's credit worthiness, study of organizational and operational set up of different credit institutions and submission report thereof.

SUGGESTED READINGS

1. Ghosal, S.N., *Agricultural Financing in India*, Asia Publishing House, Bombay, 1966.
2. Kahlon, A.S. and Karam Singh., *Managing Agricultural Finance*. Theory and Practice, Allied Publishers Private Ltd., New Delhi 1984.
3. Krishna Swami O.R. (1978), "Fundamentals of Co-operation." S. Chand & Company, Ltd., New Delhi.
4. Mamoria, C.B. and R.D. Saksena, *Co-operation in India*, Kitab Mahal, Allahabad, 1973.
5. Mukhi, H.R., *Co-operation in India and Abroad*, New Heights Publishers, New Delhi, 1983.
6. Muniraj, R., *Farm Finance for Development*, Oxford & IBH Publishing Company Private Ltd., New Delhi, 1987
7. Pandey, U.K., *An Introduction to Agricultural Finance*, Kalyani Publishers, New Delhi, 1990.
8. Subba Reddy, S. and P. Raghu Ram., *Agricultural Finance and Management*, Oxford & IBH Publishing Company Private Ltd., New Delhi, 1996.
9. Tokhi, M.R. and D.P. Sharma, (Ed.), *Rural Banking in India*, Oxford & IBH Publishing Company Private Ltd., New Delhi, 1983.

PRODUCTION RESOURCES ECONOMICS

Forms and Application of Production Functions

Liner, Cobb-Douglas, Quadratic, etc.

Qualities between production. Cost and profit functions. Optimization of resource allocation; production relationship; resource use efficiency and returns to scale.

PRACTICAL

Specification and estimation of different production functions. Estimation of profit functions. Estimation of production elasticity. Working out optimal use of resources. Working out less – cost combination of inputs. Optimum combination of enterprises-independent, joint, supplementary, complementary and competitive. Estimation of ‘b’ values in different production functions. Allocative efficiency and factor share analysis. Measurement of total productivity. Derivation of output demand and factor supply functions. Measurement of risk and optimization under risk.

SUGGESTED READINGS

1. Heady, Earl O. and J.L. Dillon, *Agricultural Production Functions*, Kalyani Publishing, New Delhi.
2. Heady, Earl O., *Economics of Agricultural Production and Resource Use*, Prentice Hall, Inc., Englewood.
3. Debertin David, L., *Agricultural Production Functions*, Kalyani Publishers, New York.
4. Klein, L.R., *An Introduction to Agricultural Production Economics*, Tata McGraw-Hill Publishing Company Ltd., New Delhi.
5. Raju, V.T. and Rao V. S. “*Economics of farm production and management*” Oxford & IBH, New Delhi.
6. Shankayan, P.L., *Introduction to the Economics of Agricultural Production*, Prentice-Hall of Indian Pvt. Ltd.

ENTERPRENEURIAL SKILL AND NEW VENTURE PLANNING

1. Concept, significance and scope of entrepreneurship
2. Programmes and agencies promoting entrepreneurship.
3. Classification of entrepreneurship. Entrepreneur and professional manager
4. Entrepreneurial process and structure .Types and techniques of training for developing entrepreneurial activities in various areas
5. Entrepreneurial Skills and New Venture Planning, Entrepreneurship and small business concepts; process of business opportunity
6. Identification; project feasibility study; detailed business plan preparation; managing small enterprises; planning for growth
7. Business strategy –concept –Long term and Short term focus
8. Business environment –macro environment .Barrier s to entrepreneurship, Sickness in small enterprises;. government policies for promotion of small and tiny enterprises
9. Self Help Groups – concepts, organisation, mobilization, micro-finance and functioning of SHG for empowerment and sustainability

PRACTICALS

Visit to some Entrepreneur units in the area. Identify and prepare some projects for Entrepreneurship .Prepare a list of Programmes and agencies promoting entrepreneurship in the area

Amrit Kaur
8.7.17

M.K. Singh
8-7-17

D.L. Singh
8/7/17

[Signature]

Prakash
08.7.17

MARKETING MANAGEMENT

Objective

This course aims to show how the principles of marketing management can be applied to improve the efficiency and effectiveness of food and agricultural commodities marketing.

1. The core concepts of markets, marketing and marketing management. Process of marketing management. Marketing mix. Strategic marketing management.
2. Consumer behaviour and purchase process; Marketing information system. Marketing research. Researching and selecting target markets: Measuring and forecasting market demand; identifying market segments and selecting target markets.
3. Product management: Concept of a product; managing product lines and brands ; differentiating and positioning the market offer; product life cycle; new product development. Designing product related competitive marketing strategies – branding, labelling, packaging decisions.
4. Pricing strategies, decisions and programmes. Pricing methods.
5. Product distribution: Channel management and strategies; Managing wholesale, retail, and logistics.
6. Product promotion. Promotion methods and promotion mix – advertising, sales promotion, personal selling, publicity. Management of promotion mix. Customer relationship management.

Practical

Practical will be based on real world situations and case studies and will involve a critical analysis of the marketing actions and strategies of companies.

Suggested Readings

- Kotler, Philip and Armstrong, *Principles of Marketing*, Prentice-Hall Pearson Education 2007. Kotler, Philip, Keller, K.L., Koshy, Abraham and Jha, Mithileshwar. *Marketing Management: A South Asian Perspective*. 12th ed. Prentice-Hall, Pearson Education. 2007.
- Stanton, W.J., Ekzel, M.J. and Walker, B.J. *Fundamentals of Marketing*. McGraw-Hill.

Pre
08.7.17

Philip Kotler
8-7-17

M.K. Joshi
8-7-17

J. Joshi
08/07/17

B. Joshi
8-7-17

STRATEGIC MANAGEMENT FOR AGRIBUSINESS

Objective

This course aims to explain how strategy can be formulated and implemented to gain a competitive advantage in the market

Theory

1. Strategy Formulation: Vision and mission; industrial appraisal; organizational appraisal; situational analysis and formulation of corporate and business level strategies
2. Strategy implementation: Management and operational issues; marketing, finance, R&D, MIS issues in strategy implementation.
3. Strategy evaluation and control: Measuring performance – a framework for strategy evaluation; balanced scorecard approach; strategic audit; strategic incentive management.
4. Total quality management as a strategic tool: Concept of total quality management; product quality management - statistical quality control; national and international quality standards (AGMARK, ISI, ISO, HACCP, ~~ISO~~) in relation to food products.
5. Governance and strategic management issues; role of top management and board; ethics in management; corporate social responsibility.

Practicals

Environmental scanning; internal scanning; strategic factor analysis summary; SWOT analysis BCG Growth share analysis; portfolio analysis; case studies relating to strategies in functional areas.

Suggested Readings

- Dayid, F.R. 2005. *Strategic Management: Concepts and Cases*. Prentice Hall of India, New Delhi. Kazmi, Azhar. 2009. *Strategic Management and Business Policy*. 3rd ed. Tata McGraw Hill, New Delhi

Amit Kaur
8-7-17

M. K. Singh
8-7-17

P. Singh
08/07/17

P. Singh
8/7-17

Pre
08-7

M.Sc. (Ag.) IV SEMESTER
COURSE-XIV (J-4042)

MM: 50+50

FINANCIAL MANAGEMENT FOR AGRICULTURE

Fundamental of accounting and book-keeping; objectives and functions of financial management; analysis of financial statements- balance sheet, income statement, cash flow statement, capital structure theories; sources of long term finance and cost of capital; concepts of components of working capital, managing working capital- cash management, dividend decision; capital budgeting, appraisal criteria; agribusiness financing system in India-money and capital markets, national regional and global financial institutions; rural insurance; risk management; micro-credit.

PRACTICAL

1. Preparation of balance sheet, income statement and net-worth statement. **2.** Preparation of a project related with micro-finance. **3.** Visit to different financial institutions study the organization and operation functioning of the institutions. **4.** Visit to agri-business unit to study financial management.

SUGGESTED READINGS

1. Reddy S. and Raghu Ram P. , Agricultural Finance and Management, Oxford and IBH, New Delhi.
2. Garg, A.K. and Yadav, D. R., Fundamentals of Financial Management (Hindi)
3. Gupta, K.J. and Pandey, L. J., Financial Management (Business Finance) in Hindi K.G. Publication.

ECONOMIC GROWTH AND DEVELOPMENT

Theories of economic growth – Classical and Neo-classical theories. Schumpeter's theory, Keynes- Hansen theory of steady growth. Determinants of growth. Growth Model, Harrod- Domar Model, Mahalanobis Model, Neo- classical growth Model. Strategies for economic development, balance vs. unbalanced growth. Theories of “Big Push” and “Critical Minimum effort.” Theory of demographic transition. Population trap. Population growth. Capital formation, technology and economic growth. Social and political factors in economic development.

Role of agriculture in economic development. Theories of agriculture development. Economic of traditional agriculture. Social-cultural and other institutional constraints. Planning for utilization of surplus resources including manpower. Linkages in agriculture. Structural transformation. Review of agriculture development in India. Human Development Index. Welfare programmes. Globalization of economics and its impact on Indian economy.

SUGGESTED READINGS

1. Higgins, Benjamin. Economic Development, Problems, Principles and policies.
2. Dewit, K.K. - Modern Economic Theory
3. Jeghan, M.L.- Development of Economics (English and Hindi)

M.Sc. (Ag.) IV SEMESTER

COURSE-XVI (J-4044)

MM:50+50

ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT

Management process, Managerial skills, Decision Making Models, Management by objectives, Organizational culture, Managing change, Leadership styles, Group dynamics Motivation.

Human Resource Planning and Environment, Job Analysis and Design, Recruitment, Selection, Induction and Placement, Human Resource Training and Development. Management Development Performance Appraisal and Job Evaluation, Wage and Salary, Administration, Promotion Transfer, Separation, Absenteeism and turnover, Employee, Welfare and Safety, Morale: Personal Supervision, styles, Participative Management, Labour Management, Relations, Negotiation and Negotiating skills.

PRACTICAL

1. Study of decision making models. **2.** Visit to different Organization to study their working culture. **3.** Visit to training and development institutions (K.V.Ks) to share their experience on different aspect of training. **4.** To analyze the policy of different Organization for human resource development.

SUGGESTED READINGS

Prasad, L.M. – Principles of Management (English and Hindi)