

GURU KASHI UNIVERSITY



**MASTER OF BUSINESS ADMINISTRATION
(Agri-Business)**

SESSION: 2023-24

DEPARTMENT OF MANAGEMENT

GRADUATE OUTCOMES OF THE PROGRAMME:

Graduates will be acquainted with a solid management foundation, critical decision-making, teamwork, corporate communication, food and agriculture, supply chain, logistics, rural sector lending, banking, problem-solving skills, analyzing complex situations, and devising effective solutions.

Program Learning Outcomes: After completing the programme, the learner will be able to:

1. Analyze and evaluate agribusiness strategies using Bloom's evaluation level of thinking, assessing the strengths and weaknesses of different approaches, and making informed decisions based on rigorous analysis.
2. Develop innovative solutions to agribusiness challenges by creative thinking and problem-solving skills to develop innovative solutions for the challenges faced by agribusinesses, including generating new ideas, identifying opportunities for improvement, and designing feasible and effective strategies.
3. Synthesize and integrate knowledge across agribusiness disciplines such as economics, marketing, supply chain management, and sustainability. It will build ability to connect different concepts, theories, and frameworks to gain a holistic analyzing of agribusiness operations.
4. Create and communicate effective agribusiness strategies to different stakeholders clearly and persuasively.
5. Evaluate the impact of agribusiness decisions on sustainable development by assessing the environmental, social, and economic impact of agribusiness decisions and practices. This includes evaluating the sustainability of production methods, resource utilization, and supply chain management strategies, and identifying opportunities for improving sustainability within agribusinesses.
6. Apply quantitative and qualitative methods for agribusiness analysis to analyze and evaluate agribusiness data using statistical tools, financial analysis techniques, market research methods, and qualitative research approaches to gather and interpret data for informed decision-making.

Program Structure**Semester: I**

Course Code	Course Title	Type of Course	L	T	P	Total Credits
MAG101	Accounting for Management	Core	3	1	0	4
MAG102	Management Processes and Organizational Behavior	Core	4	0	0	4
MAG103	Managerial Economics	Core	3	1	0	4
MAG104	Integrated Business Administration	Core	4	0	0	4
MAG105	Business Communication for Managerial Effectiveness	Compulsory Foundation	2	0	0	2
Discipline Elective-I (Any one of the following)						
MAG106	Supply Chain Management	Disciplinary Elective I	3	0	0	3
MAG107	Seed Production & Certification					
Discipline Elective-II (Any one of the following)						
MAG108	Agro Input Industry	Disciplinary Elective II	3	0	0	3
MAG109	Food and Agricultural Marketing					
Total			22	2	0	24

Semester: II						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
MAG201	Strategic Management	Core	4	0	0	4
MAG202	Quantitative Techniques and Operation Research	Core	3	1	0	4
MAG203	Project Management & Entrepreneurship Development	Core	4	0	0	4
MAG204	Production and Operation Management	Core	4	0	0	4
MAG205	Information Technology	Skill Based	0	0	4	2
MBA233	Soft Skills Training and Development	Value Added Course	2	0	0	2
Discipline Elective-III (Any one of the following)						
MAG206	Advanced Food Processing	Disciplinary Elective III	3	0	0	3
MAG207	Commodity Trading					
Discipline Elective-IV (Any one of the following)						
MAG208	Rural Development and Agri-Entrepreneurship	Disciplinary Elective IV	3	0	0	3
MAG209	Plantation Management					
Total			23	1	4	26

Semester: III						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
MAG301	Research Methodology	Compulsory Foundation	4	0	0	4
MAG302	Research Proposal	Research skill	2	0	4	4
MAG303	Ethics & IPR	Value Based	2	0	0	2
MAG304	Proficiency in Teaching	Skill Based	0	0	4	2
MAG305	Service Learning	Community Linkage	0	0	4	2
MAG306	Computer Lab	Skill Based	0	0	4	2
MAG307	Industrial Training/Internship (4 weeks)	Research skill	-	-	-	4
MAG399	XXX	MOOC	-	-	-	4
Total			8	0	16	24

Semester: IV						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
MAG401	Dissertation	Research skill	-	-	-	20
Total			-	-	-	20
Grand Total			51	3	20	92

Note*: Students will undergo a summer internship for 4 weeks after second semester.

IOAAC

EVALUATION CRITERIA FOR THEORY COURSES

A. Continuous Assessment: [25 Marks]

- i. CA1: Surprise Test (Two best out of three) (10 Marks)
- ii. CA2: Assignment(s) (10 Marks)
- iii. CA3: Term paper (5 Marks)

B. Attendance: [5 marks]

C. Mid Semester Test: [30 Marks]

D. End-Term Exam: [40 Marks]

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SEMESTER-I**Course Title: Accounting for Management****Course Code: MAG101**

L	T	P	Cr.
3	1	0	04

Learning Outcomes**Total hours: 60**

After completion of this course, the learner will be able to:

1. Evaluating proficiency in preparing and maintaining accounting records using journals and ledgers
2. Utilize various tools of financial analysis, such as trend analysis, common size statements, and comparative statements, to analyze financial data and identify patterns and trends over time
3. Analyzing costing systems, cost management systems, budgeting systems and performance measurement systems
4. Assess the limitations of financial statements, including their reliance on historical data, potential bias, and the need to consider non-financial factors for a holistic Analyzing of a company's performance.

Course Content**UNIT I****14 Hours**

Financial Accounting- concept, Significance, and scope.

Accounting principles, journal, and ledger, and trial balance, depreciation (straight line and diminishing balance methods). Changing role of Accountant in profession, industry and as a consultant.

Preparation of final accounts Trading Account, Profit & Loss Account, Balance Sheet with adjustments.

UNIT II**14 Hours**

Financial Analysis- Concepts and objectives, Limitation of Financial Analysis.

Tools of Financial Analysis: trend analysis, common size statements, comparative statements. Ratio analysis, fund flow and cash flow statements (with additional information).

UNIT III**17 Hours**

Cost Accounting- significance, methods, techniques; classification of costs and cost sheet; inventory valuation; an elementary knowledge of activity-based costing.

Standard Costing & Break-Even Analysis. Management Accounting- concept, need, importance and scope; Functions of Management Accounting, Relationship between Financial and Management Accounting.

UNIT IV**15 Hours**

Meaning of Financial Statement, Importance and Limitations of Financial Statement. Budgetary control- meaning, need, objectives, essentials of budgeting, different types of budgets.

Responsibility Accounting; Meaning, Steps involved in Responsibility Accounting, Responsibility Centre, Advantages of Responsibility Accounting.

Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

Suggested Readings

- Emmanuel, C., Utey, D., & Merchant, K. (2019). *Accounting for management control. In Accounting for Management Control (pp.357-384). Springer, Boston, MA.*
- Singhal A.K. and Roy Ghosh.2020. *Accounting for Managers. JBC Publishers and Distributors, New Delhi*
- Pandey, I.M.2018.*Management Accounting. Vikas Publishing House.New Delhi*
- Anthony R.N. andReeceJ.S.2015.*Management Accounting Principles. Homewood, Illinois, Richard D. Irwin,*
- Horngren, C.T. (2019). *Cost accounting: A managerial emphasis, 13/e. Pearson Education India.*

Course Title: Management Processes and Organizational Behavior
Course Code: MAG102

L	T	P	Cr.
4	0	0	04

Learning Outcomes

Total hours: 60

After completion of this course, the learner will be able to:

1. Evaluate the conceptual and theoretical perspectives of management processes.
2. Analyze different approaches to management and the impact of external and internal factors on decision-making.
3. Assessing effective leadership skills and strategies.
4. Acquire skills in Managerial dynamics and difficulties of change in organizational culture and human behavior.

Course Content

UNIT-I

14 Hours

Management: Nature, Scope and significance, Managerial processes. Functions of Management - planning, organizing, staffing, directing, and controlling. Managerial skills, and roles, systems, contingency and operational approaches in management.

UNIT-II

14 Hours

External and Internal Environment: Business Environment – Affecting the managerial decisions. Social responsibilities of business: Nature, Need, cases, importance, SR towards different groups. Evolution of management thought: Pre-Scientific Management, Classical theory, Neo-Classical or Behavioral Approach and Modern theory of Management approach.

UNIT – III

14 Hours

Leadership: styles – Continuum of leadership behavior – Managerial grid style-Life-Cycle or situational approach. Four systems of management leadership – leadership skills– Functions of a leader. Transactional Analysis – Johari window – Management of Stress. Organizational Development.

UNIT – IV

18 Hours

Organizational Behavior: Individual Behavior and Differences - Personality – Attitudes and Beliefs – Values - Perception – Perceptual Selectivity. Group Dynamics: Group Behavior–Formation - Analyzing Work Groups. Conflict, Negotiation, and Inter-group Behavior - Management of Change – Resistance to Change. Motivation: Theories

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested Readings

- Robbins P. Stephen. (2016). *Organization Behavior*. Pearson Education
- Luthans, Fred. (2019). *Organizational Behavior*. McGraw Hill

Publication

- *Prasad, L.M. (2019). Organizational Behavior. Sultan Chan & Sons*
- *Robbins, S. P, Judge. & T. A, Singh. (2020). Organizational Behavior. Pearson Education*
- *Aswath Appa, K. (2016). Organizational Behavior. Himalaya Publishing House*

IOAACC

Course Title: Managerial Economics
Course Code: MAG103

L	T	P	Cr.
3	1	0	04

Learning Outcomes

Total hours: 60

After completion of this course, the learner will be able to:

1. Assessing the skills of creating competitive strategies including costing, pricing, product differentiation, and market environment according to the natures of products and structure of the markets
2. Acquire skills about the costs of production and its effect on short term and long run decisions
3. Evaluate market models of perfect competition, monopoly, monopolistic competition, and oligopoly with respect to price determination
4. Analyzing skills about macroeconomic issues such as money, foreign exchange, inflation, unemployment, economic growth, and foreign trade

Course Content

UNIT I

17 Hours

Nature and scope of managerial economics; nature of marginal analysis; alternative objectives of business firms.

Law of demand, cardinal utility theory; ordinal utility (indifference curve) technique and the theory of consumer choice; consumer surplus; price, income, and substitution effects.

Demand elasticity's; demand estimation and forecasting; relationship between price elasticity and marginal revenue.

UNIT II

15 Hours

Cost Analysis: Concept of cost and its types, cost output relationship in short and long period, supply curve; Is-quant curves.

Pricing analysis: Market structures, Perfect Competition: Characteristics, Equilibrium Price, Profit Maximizing output in Short Run and Long Run.

Monopoly: Characteristics, Equilibrium Price, Profit Maximizing output in Short Run and Lung Run, Price Discrimination.

UNIT III

14 Hours

Imperfect Competition: Monopolistic Competition – Price output determination in short and long run, Product variation and selling expenses behavior.

Oligopoly – Characteristics, Price Rigidity, price discrimination, selling costs, products differentiation, break even analysis, and profit plans.

UNIT IV

14 Hours

Price- output decision in multi-plant and multi-product firms; managerial theories of the firm.

General pricing strategies; various pricing methods. Risk analysis; investment and capital replacement decisions; vocational choice of a firm; measures of national income; business cycles; operative aspects of macroeconomic policies.

Transaction Mode

Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- *Jain, T R & Grover, M.L (2018). Micro Economics. VK Publications*
 - *Houstonians, Anna (2019). Modern Microeconomics. Palgrave Macmillan*
 - *Varshney, RL & Maheshwari, KL (2018). Managerial Economics. Sultan Chand & Sons, New Delhi*
 - *Mote, Victor L, Paul, Samuel & Gupta, G (2017). Managerial Economics. McGraw Hill Education*
- A. *Jain, T R & Khanna, OP, (2018). Managerial Economics. VK Publications*

L	T	P	Cr.
4	0	0	04

Course: Integrated Business Administration
Course Code: MAG104

Learning Outcomes

Total hours: 60

After completion of this course, the learner will be able to:

1. Analyze the practices and functions of human resource management.
2. Evaluate the effectiveness of a marketing campaign in reaching the target audience and achieving the desired objectives.
3. Assessing the components of working capital and its management and analyzing financial plans to take various financial decisions.
4. Synthesize theoretical frameworks for analyzing international business environment.

Course Content

Unit 1

17 Hours

Human Resource Management and its role in organizations. Recruitment and selection, training and development, performance management, employee relations, and compensation. Effective human resource management strategies and practices to optimize organizational performance.

Unit 2

15 Hours

Marketing Management and its role in organizations. Marketing process and its key components. Importance of customer focus and value creation

Unit 3

14 Hours

Working capital: Components and their management. Goals and objectives of financial management. Financial planning, interpreting financial data, and making informed financial decisions for businesses.

Unit 4

14 Hours

International business and its significance in the global economy. Globalization and its impact on businesses. Market research and assessment of international market potential

Transactional Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

Suggested Readings

- "Sapiens: A Brief History of Humankind" by Yuval Noah Harari (2014) Harari, Y. N. (2014). *Sapiens: A Brief History of Humankind*. Harper.
- "Educated" by Tara Westover (2018) Westover, T. (2018). *Educated*. Random House.
- "The Silent Patient" by Alex Michaelides (2019) Reference: Michaelides, A. (2019). *The Silent Patient*. Celadon Books.
- "Becoming" by Michelle Obama (2018) Reference: Obama, M. (2018). *Becoming*. Crown Publishing Group.
- "The Four Agreements: A Practical Guide to Personal Freedom" by Don Miguel Ruiz (1997) Ruiz, D. M. (1997). *The Four Agreements: A Practical Guide to Personal Freedom*. Amber-Allen Publishing.

Course Title: Business Communication for Managerial Effectiveness
Course Code: MAG105

L	T	P	Cr.
2	0	0	02

Learning Outcomes

Total hours: 30

After completion of this course, the learner will be able to:

1. Evaluate positive group communication exchanges
2. Acquire the capability to respond effectively to cultural communication differences.
3. Apply the proficient in Analyzing of opportunities in the field of communication.
4. Develop competence in oral, written, and visual communication.

Course Content

UNIT I

7 Hours

Basic Communication; Basic forms of Communication, Self-development, and Communication, developing positive personal attitudes, whole communication.

Principles of effective communication, informal and formal communication networks, grapevine, and communication barriers, improving communication.

UNIT II

8 Hours

Principles of Effective Communication: Concepts. Writing Skills: Planning business messages, rewriting, editing, first draft, reconstruction of final draft, business letters, memos format and appearance, request letters, good news and bad news letters, persuasive letters, sales letters, etc.

UNIT III

8 Hours

Principles of effective listening, factors affecting listening, listening exercises—oral, written and video sessions.

Modern Forms of Communication & Report Writing: Telex, Fax, Telegram, e-mails, and Teleconferences.

UNIT IV

7 Hours

Introduction to proposals, short reports and formal reports, report presentation on any chosen topic, oral presentations, principles of oral presentations, factors affecting presentations, sales presentation, resume writing.

Non-verbal aspects of communication.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

Suggested Readings

- *Murphy, Herat A. and Peck, Charles E., "Effective Business Communication," 2nd end,*
- *Tata McGraw Hill, New Delhi*
- *Pearce, C Glenn etc., "Business Communication: Principles and Application," 2nd ed., 1988, John Wiley, New York*
- *Trice, Maria," Successful Business Communication," 3rd Ed, 1987, Ally and Bacon, Boston.*
- *Hewing, Martin, "Advanced English Grammar," Cambridge University Press*

IOAIC

Course Title: Supply Chain Management
Course Code: MAG106

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total hours: 45

After completion of this course, the learner will be able to:

1. Apply the concepts and processes of agricultural supply chain management.
2. Create an Analyzing of demand forecasting, inventory planning, sourcing decisions and IT enabled supply chain.
3. Analyze a framework for structuring supply chain drivers; network designs.
4. Acquire the skill to communicate effectively in a variety of formats

Course Content

UNIT I

13 Hours

Analyzing the Supply Chain, Supply Chain Management (SCM) - Present need, conceptual model of SCM, Evolution of SCM, Concept and significance of physical logistics and distribution system as applicable in agribusiness, Marketing and physical distribution process.

UNIT II

12 Hours

Planning Supply & Demand, Managing Economics of Scale, Managing Uncertainty. Determining Optimal Level of Product Availability, Elements of physical distribution system, transportation, and its relation to plant location, Warehousing and inventory.

UNIT III

10 Hours

Elements of physical distribution system, transportation, and its relation to plant location, Warehousing and inventory, Transportation, Facility Decision.

UNIT IV

10 Hours

Various models of supply chain management as followed by developed countries.

Information Technology, Coordination, E- Business & the Supply Chain, Financial Evolution, Performance measurement and controls in supply chain management.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- *Baso, R., & Wright, J. N. (2019). Total supply chain management. Routledge.*
- *Mangan, J., & Lalwani, C. (2016). Global logistics and supply chain management. John Wiley & Sons.*
- *Pagano, A. M., & Liotine, M. (2019). Technology in Supply Chain Management and Logistics: Current Practice and Future Applications. Elsevier.*
- *Christopher, M. (2017). Logistics and supply chain management (p. 12). Financial Times/Irwin Professional Pub.*

IOA/C

Course Title: Seed Production & Certification
Course Code: MAG107

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total hours: 45

After completion of this course, the learner will be able to:

1. Acquire an Analyzing of seed development, germination, vigor, deterioration and the relationship between laboratory tests and field performance
2. Analyze the principles of seed production for agronomic and horticultural crops within and outside of the region of adaptation and the techniques used in seed conditioning
3. Evaluate skill about seed increase systems, seed testing and the laws and regulations related to marketing high quality seed.
4. Apply diversity and multicultural perspectives when making business decisions

Course Content

UNIT I

13 Hours

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

UNIT II

12 Hours

Types of Seed Programmed – Nucleus seed, Breeders seed, Foundation seed and Certified seed etc. Seed health and viability, Dormancy type, causes and treatment of breaking dormancy.

UNIT III

10 Hours

Production of cereals, oil seeds & pulses seed.
 Certification, packaging & storage of seeds, viability & tests.

UNIT IV

10 Hours

Seed Marketing; GM Crop seed, IPR, PBR, Patents and related issues and their impact on developing countries; Statutory intervention in the seed industry; Seed legislation and seed law enforcement Seed Legislation / patents / WTO Seed marketing, Field inspection.

Transaction Mode

Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- Zante's, J., Moschetti, D., & Schramm-Klein, H. (2017). *Strategic retail management*. Verlag Dr. Th. Gabler GWV Fatherlike GmbH, Wiesbaden (GWV).
- Ferine, J., & Sparks, L. (Eds.). (2018). *Logistics and retail management: emerging issues and new challenges in the retail supply chain*. Kogan

page publishers.

- *Bhatia, S. C. (2018). Retail management. Atlantic Publishers & Dist.*
- *Mathur, U. C. (2021). Retail management: text and cases. IK International Pvt Ltd.*
- *Berman & Evans. (2018). Retail Management: A Strategic Approach. Prentice Hall of India.*

IOAIC

Course Title: Argo Input Industry**Course Code: MAG108**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total hours: 45**

After completion of this course, the learner will be able to:

1. Analyze environment to conduct Argo business.
2. Examine micro and macro environmental forces and their impact on agribusiness.
3. Evaluate marketing environment and consumer behavior towards argo input industry.
4. Apply different concepts and working system of industry in context of agricultural inputs.

Course Content**UNIT I****10 Hours**

Agricultural input marketing – meaning and importance; Management of distribution channels for agricultural input marketing; Agricultural Inputs and their types – farm and non-farm

Storage, Handling, Hazard Symptoms, role of cooperative, public, and private sectors in Agri- input marketing.

UNIT II**12 Hours**

FCO Dealers Rules. Quality appraisal, Application principles. Export & Import. Terminology used in Trade

Unit III**10 Hours**

Management of Agrochemical Industry: Argo chemicals, Insecticides, Fungicides, and pesticides.

UNIT IV**13 Hours**

Farm Machinery- Production, supply, demand, marketing, and distribution channels of farm machines; Argo-industries Corporation and marketing of farm machines / implements/Equipment's.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- Koontz, H. & Wuthrich. (2015). *Horticulture Management. 10 editions. New York McGraw Hill*
- Stoner, J. etc. (2016). *Horticulture Management. 6th Ed. New Delhi. Prentice Hall of India.*
- J.D. Drilon Jr. (2019). *Introduction to Agribusiness Management. New Delhi. Prentice Hall of India.*
- John, N. David & Ray. (2020) *Concept of Agribusiness Management. New York McGraw Hill*
- Kenneth D. Dull. (2018). *Principles of Management in Agri-Business. Western Publication*

Course Title: Food and Agricultural Marketing
Course Code: MAG109

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total hours: 45

After completion of this course, the learner will be able to

1. Analyze the fundamentals of food and agricultural marketing, including market dynamics, consumer behavior, and supply chain management in the agri-food sector.
2. Apply marketing research techniques to analyze market trends, identify target markets, and evaluate consumer preferences and demands in the context of food and agriculture.
3. Develop effective marketing strategies and tactics for agri-food products, including branding, pricing, promotion, and distribution, to reach target markets and achieve business objectives.
4. Evaluate and adapt marketing plans based on market feedback, competitive analysis, and emerging trends, to enhance the competitiveness and profitability of agri-food businesses.

Course Content

Unit I

12 Hours

Food and Agricultural Marketing. Market dynamics and trends in the agri-food sector. Consumer behavior and decision-making in the context of food and agriculture. Supply chain management in the agri-food industry.

Unit II

12 Hours

Marketing Research in the Agri-Food Sector: marketing research techniques for agri-food products. Data collection methods and analysis in the agri-food industry. Market segmentation and target marketing for agri-food products. Evaluating consumer preferences and demands in the agri-food market

Unit III

13 Hours

Marketing Strategies for Agri-Food Products. Product development and branding in the agri-food industry. Pricing strategies and value proposition for agri-food products. Promotional strategies and communication channels for agri-food products. Distribution channels and logistics management in the agri-food sector.

Unit IV

08 Hours

Monitoring and Adaptation of Marketing Plans: Evaluating marketing performance and effectiveness in the agri-food industry. Competitive analysis and market feedback for agri-food businesses. Responding to emerging trends and challenges in the agri-food market. Adapting

marketing plans to enhance competitiveness and profitability

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- *S.S. Acharya & N.L. Aggarwala, Agricultural Marketing in India - Oxford and IBH Publications*
- *Kusakabe - Ur - Rahman Rural Marketing in India - Himalaya publishing*
- *S.S.Chinna Agricultural Marketing in India - KALYANI publishers*
- *Publications of National Institute of Agricultural Marketing, Odisha*
Wikipediaing other websites on Agricultural Marketing

SEMESTER-II

Course Title: Strategic Management
Course Code: MAG201

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total hours: 60**

After completion of this course, the learner will be able to

1. Evaluate various perspectives and concepts in the field of strategic management
2. Acquire skills for applying these concepts to the solution of business problems
3. Assess research and analytical skills by using both human and technological resources
4. Analyze expertise of linking theory and practice to develop strategic management tools to initiate and implement problem-solving processes.

Course Content**UNIT I****15 Hours**

Strategic Management Process: defining strategy, levels of approaches to strategic decision making, process of strategic management, roles of strategies, mission and objectives, strategic business unit, Environment – concept, components, and appraisal. Strategic Alliances: Introduction, Strategic Alliances, Types of Strategic Alliances and Business Decisions, Problems Involved in Strategic Alliances.

UNIT II**13 Hours**

Organization appraisal and strategy formulation: organizational dynamics and structuring organizational appraisal, SWOT analysis formulation – corporate level strategies and business strategies, strategy analysis and choice – the process, BCG matrix, GE matrix, SPACE approach, QSP matrix and strategic plan.

UNIT III**15 Hours**

Role of Creativity and Innovation in Business: Concept, Creativity, Innovation, Creating and Building Creative and Innovative Business Culture,

Business Practices Adopted to Promote Creativity and Innovation, Importance of Creativity and Innovation in Business, Challenges Involved in Creativity, and Innovation.

Strategy implementation: aspects, structures, design, and change; behavioral implementation – leadership, culture, value, and ethics.

UNIT IV**17 Hours**

Functional implementation: functional strategies, plans and policies; marketing; financial, personal, operations, its plans, and policies; Strategic evaluation and control – an overview of strategic evaluation and control, techniques of strategic evaluation and control. Business Ethics and Corporate Social Responsibility: Ethics and Values, Ethical Conduct and Unethical Conduct, Impact of Ethical Conduct, Corporate Social Responsibilities (CSR), Business obligations, Social Audit and Corporate Governance

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- *Freeman, R. E. & Gilbert D.R. (2018). Corporate strategy and the search for ethics. Englewood Cliffs, NJ: Prentice Hall.*
- *Jouch&Gluick. (2017). Strategic Management & Business Policy 3/e. Tata Mc Graw-Hill*
- *Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2017). Strategic management and business policy (Vol. 55). Boston, MA: pearson.*
- *Rao, C. A., Rao, B. P., & Sivaramakrishnan, K. (2019). Strategic management and business policy. Excel Books India.*
- *Kazmi, A. (2016). Business policy. Tata McGraw-Hill.*

**Course Title: Quantitative Techniques and
Operation Research**
Course Code: MAG202

L	T	P	Cr.
3	1	0	04

Learning Outcomes

Total hours: 60

After completion of this course, the learner will be able to:

1. Analyze the source of a quantifiable problem, Analyze the issues involved and produce an appropriate action plan.
2. Acquire skills to identify simple and multiple regression models to analyze the underlying relationships between the variables
3. Apply quantitative tools in solving typical operations domain problems
4. Evaluate the skills to improve the productivity of the organization by using operation research techniques.

Course Content

Unit-I

17 Hours

Matrices & Determinants.

Different measures of Central Tendency: Arithmetic Mean, Geometric Mean, Harmonic Mean, Median and Mode, Measures of Dispersion: Range, Quartile Deviation, Mean Absolute Deviation, and Standard Deviation).

Skewness: meaning and co-efficient of Skewness.

UNIT II

15 Hours

Correlation analysis: types of correlation, Karl Pearson's coefficient of correlation and spearman's rank correlation.

Regression analysis: two lines of regression; relationship between correlation and regression co-efficient.

UNIT III

13 Hours

Operations Research: Evolution, methodology and role in managerial decision making; Linear programming: assumptions, advantages, scope, and limitations; Formulation of problem and its solution by graphical and simplex methods;

Special cases in simplex method: in feasibility, degeneracy, unboundedness and multiple optimal solutions; duality.

UNIT IV

15 Hours

Transportation problems including transshipment problems;

Special cases in transportation problems: unbalanced problems, degeneracy, maximization objective and multiple optimal solutions; assignment problems including traveling salesman's problem. Special cases in assignment problems: unbalanced problems, maximization objective and multiple optimal solutions.

Transaction Mode

Group discussion, Experiential learning, Brain storming, Active participation, Flipped teaching

Suggested Readings

- *Siegel, Andrew F. (2019). Practical Business Statistics. McGraw Hill Irwin.*
- *Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. & Levine, D.M. (2018). Business Statistics: A First Course. Pearson Education.*
- *Mittal, K.V. (2020). Optimization Methods in Operations Research and System Analysis. New Age International (P) Ltd., New Delhi*
- *Sharma, S.D., (2021) "Operations Research", Kedar Nath and Ram Nath, Meerut.*
- *Yadav, S.R. (2014). Operation Research. Oxford University Press.*

IOAIC

Course Title: Project Management & Entrepreneurship Development
Course Code: MAG203

L	T	P	Cr.
4	0	0	04

Learning Outcomes

Total hours: 60

After completion of this course, the learner will be able to

1. Analyze the Entering/buying and Exit/selling a business.
2. Acquire the knowledge to conduct project planning activities that accurately forecast project costs, timelines & quality.
3. Evaluate the skills to Analyze effective organizational leadership & change skills for managing projects, project teams & stakeholders.
4. Apply the knowledge to create entrepreneurship skills in students. After studying they form their own business.

Course Content

UNIT I

15 Hours

Entrepreneur: definition, characteristics, and skills. Generating and screening of business ideas. Govt. support to entrepreneurs, Entering/buying and Exit/selling a business, Entrepreneurial finance: venture capital. Entrepreneurial Development Programmed- their relevance and achievements, Role of government in organizing such programmers, Women Entrepreneurs: Present status in India; steps being taken for their promotion.

UNIT II

13 Hours

Small entrepreneur in international business; Steps for starting a small industry, registration as SSI, Role of SIDBI; advantages and problems of SSIs; Institutional Support mechanism in India; Incentives & Facilities, Govt. Policies for SSIs

UNIT III

15 Hours

Project: Definition and characteristics. Demand analysis and technical analysis. Environment Impact Analysis, Managerial Appraisal. Estimating project cost, Sources of finance, Preparation of projected financial statements: Cash Flow Statement, Income Statement and Balance Sheet. Project Investment Criteria.

UNIT IV

17 Hours

Implementation of projects: Graphic Representation of Project Activities, Network Analysis, Management & control of projects, Project scheduling, MIS in project, problems of project implementation, project audit. Risk analysis: Management risk, market risk, technical risk. Social benefit cost analysis, UNIDO and LM approach.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested Readings

- *Roy, Rajeev, "Entrepreneurship," Oxford University Press*
- *Chandra Prasanna, "Projects: Planning, Analysis Selection, Financing, Implementation and Review," Tata McGraw Hill.*
- *"Entrepreneurship Development" by S Anil Kumar.*
- *"Entrepreneurship Development and Management" by A K Singh.*

IOAIC

Course Title: Production & Operations Management**Course Code: MAG204**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total hours: 60**

After completion of this course, the learner will be able to

1. Apply the concept of materials flow, replenishment with reference to operations.
2. Acquire the skills to eliminate wastage of time, labor, and money through inventory management.
3. Analyze the Network Design and Logistics Management of a firm.
4. Evaluate capacity planning, inventory management and supply chain management in decision making.

Course Content**UNIT I****13 Hours**

Production and operations management; its functions and relationship with other functional areas. Facility location decision, layout decision, product, and process layout.

UNIT II**17 Hours**

Capacity planning. Production planning and control: Planning, scheduling, routing etc. Assembly line balancing. Work Study: Method study and time study, Work simplification.

UNIT III**13 Hours**

Inventory Management: ABC analysis and basic model of EOQ(carrying, ordering and shortage costs). Supply Chain Management.

UNIT IV**17 HOURS**

Basic concepts of maintenance management and preventive management. Statistical quality control and acceptance sampling. Latest Concepts: JIT, computer aided manufacturing, TQM, and ISO quality systems.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- Chase,R.B.,Aquilano,N.J.,&Jacobs,F.R.(2018).Production and operations management: Manufacturing and services. McGrawHillEducation
- Bhat Aswathappa.(2019). Production and Operation Management. Himalaya Publishing House
- Adam, E.Everett& Ebert,J.Ronald.(2018). Production and Operations Management. PrenticeHallIndia
- Stevenson, J.William.(2018). Operation Management. McGrawHill Education
- Chary,S.N.(2018). Production and operations management. McGrawHill Education.

Course Title: Information Technology**Course Code: MAG205**

L	T	P	Cr.
0	0	4	02

Learning Outcomes**Total hours: 60**

After completion of this course, the learner will be able to:

1. Analyze the current issues of information technology and relate those issues to the firm.
2. Assessing impact of information technology on firms
3. Evaluate the role of information technology and information system in business.
4. Apply the working knowledge of concepts and terminology related to information technology

Course Content**UNIT I****13 Hours**

Computer & Control Panel: Explorer, Drives and Installing New Hardware. Exercise on MS Word: Document Creation & Editing, Printing, Table and Mail Merge. Exercise on MS Excel: Creating Work book, Printing and Chart.

UNIT II**17 Hours**

Internet Browsing & E-mail: Internet Explorer, Browsing Site, Creating Email Address and Compose / Attachment /Signature.

Web Site & Search Engine: Google.com, India Results.com and Other Important Sites. Application of Information Technology.

UNIT III**13 Hours**

MS Access: Creating database, adding, deleting, and moving records.

Querying: creating, saving, and editing. Creating and using forms, creating, and printing reports.

UNIT IV**17 Hours**

HTML: Build a simple HTML document, tables, frames, links, adding multimedia documents, and homepage. Exercise on MS PowerPoint: Crating Presentation, Animation and Slide Show. Web Designing in HTML, Internet Surfing.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

Suggested Readings

- McKeown. (2015). *Information technology and the networked economy*.
- Miller. (2018). *Data and Network Communication*. Vikas Publishing House. New Delhi
- Turban, E., Rainer, R.K., & Potter, R.E. (2019). *Introduction to information technology (p.550)*. New York, NY: John Wiley & Sons.
- Lucas, H.C. (2020). *Information technology for management*. McGraw-Hill.

Course Title: Advance Food Processing
Course Code: MAG206

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total hours: 45

After completion of this course, the learner will be able to:

1. Apply different concepts and working system of industry in context of agricultural inputs.
2. Evaluate the environment of export & import implications for agricultural inputs
3. Analyze the areas of concern in the processing of meat products, in relation to process control, undesirable microbes and export.
4. Acquire the skill of the processing techniques used to produce a variety of milk products.

Course Content

UNIT I

13 Hours

Present status of food industry in India; Organization in food industry; Introduction to operations of food industry; Deterioration factors and hazards during processing, storage, handling, and distribution.

UNIT II

12 Hours

Basic principles of food processing and food preservation by manipulation of parameters and factors and application of energy, radiations, chemicals, and biotechnological agents; Packaging of foods.

UNIT III

10 Hours

Analysis of costs in food organization; Risk management; Laws and regulations related to food industry and food production and marketing; Quality management – quality standards, PFA, ISO, etc.

UNIT IV

10 Hours

Case studies on project formulation in various types of food industries – milk and dairy products, cereal milling, oil-seed and pulse milling, sugarcane milling, honey production, baking, confectionery, oil and fat processing, fruits and vegetable storage and handling, processing of fruits and vegetables, egg, poultry, fish and meat handling and processing, etc.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- *John, David N. & Ray. (2021). Concept of Agribusiness Management. Western Publication*
- *D. Dull Kenneth. (2018). Principles of Management in Agri-Business. Western Publication*

- *National Academies of Sciences, Engineering, and Medicine. (2019). Science breakthroughs to advance food and agricultural research by 2030. National Academies Press.*
- *Aguilera, J. M., & Stanley, D. W. (2021). Micro structural principles of food processing and engineering. Springer Science & Business Media.*

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Course Title: Commodity Trading
Course Code: MAG207

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total hours: 45

After completion of this course, the learner will be able to

1. Acquire skill about history of commodity markets and role of stock exchange.
2. Evaluate rural economic development and infrastructure growth with associated risk.
3. Analyze the importance of risk analysis before investing in commodity market.
4. Apply the movements and trends of the commodity market in real life.

Course Content

UNIT I **10 Hours**
 History and evolution of commodity markets. Commodities Future Market. Trading, Sourcing Procurement.

UNIT II **12 Hours**
 Economic Functions of commodity exchanges, Foreign Exchange. Role of Exchanges (MCX, NCDEX), Hedging and Speculation, Arbitrage

UNIT III **13 Hours**
 Future trading and Future contract. Role of commodity trading in rural economic development and infrastructure growth

UNIT IV **10 Hours**
 Risk Factors in Commodity Trading, Importance and need for risk management measures. Managing Commodities.

Transaction Mode

Cooperative learning, Inquiry based learning, Panel Discussions, Group Discussions, Brain storming, Active participation, Mentee Meter, Quiz, Open talk, Question

Suggested Readings

- Kaufman PJ. (2018). *The Concise Handbook of Futures Markets*. John Wiley & Sons.
- Leuthold RM, Juncus JC & Cordier JE. (2019). *The Theory and Practice of Futures Markets*. Lexington Books.
- Lofton T. (2017). *Getting Started in Futures*. 3rd Ed. John Wiley & Sons.
- Purcell WD. (2021). *Agricultural Futures and Options: Principles and Strategies*. Macmillan Publ. Wendorff RR & McCafferty.

Course Title: Rural Development and Agri-Entrepreneurship
Course Code: MAG208

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total hours: 45

After completion of this course, the learner will be able to

1. Evaluate and Analyze principles and theories of rural development and Agri-entrepreneurship, including key concepts, models, and strategies.
2. Apply critical thinking and problem-solving skills to identify and evaluate opportunities for Agri-entrepreneurship in rural areas, considering market demands, resources, and socio-economic factors.
3. Analyze and evaluate different business planning, financial management, and marketing strategies to effectively establish and manage Agri-entrepreneurial ventures in rural contexts.
4. Synthesize sustainable and inclusive approaches to rural development, integrating social, environmental, and cultural dimensions, to enhance the overall well-being of rural communities and promote long-term growth.

Course Content

UNIT I

10 Hours

Rural Development: Concepts, Nature, Scope and Significance, History of Rural Development. Approaches and Strategies: Rural Reconstruction Approach, Area- Specific and Target Group Oriented Approach and Economic Development with Social Justice Approach. Theories of Rural Development: Historical-Materialist Marxian Theory, Gandhian-Sarvodaya Theory and Theories of Balanced and Unbalanced Growth.

UNIT II

11 Hours

Policy and Programmed for Rural Development: With Special Reference to Community Development Programmed, IRDP from 1952 to 2012, NRESA, SGSY and NRLM. Planning for Rural Development: Rural Development planning at the national and State level with reference to Maharashtra, Micro-level planning: Concept and Significance and District level planning machinery.

Development Administration in Rural Development: Administrative machinery at the State, District, Tehsil and Village level and People's participation in development process

UNIT III

12 Hours

Agri-Entrepreneurship: scope, and importance. Identifying agripreneurial opportunities. Business planning and development. Financing agripreneurial ventures

UNIT IV

12 Hours

Agri-entrepreneurial Skills and Strategies, Innovation and technology adoption in agriculture. Supply chain management in Agri-entrepreneurship. Marketing and branding in Agri-entrepreneurship. Risk management and sustainability

Transaction Mode

Cooperative learning, Inquiry based learning, Panel Discussions, Group Discussions, Brain storming, Active participation, Mentee Meter, Quiz, Open talk, Question

Suggested Readings

- *Desai, Vasant, Rural Development: Issues & Problems, Vo. I, Himalaya Publishing House, 2015.*
- *Desai Vasant, Fundamentals of Rural Development: A Systems Approach, Himalaya Publishing House, 2017.*
- *Reddy, Venkata, Rural Development in India, Poverty and Development, Its Ed., Himalaya Publishing House, 2012.*
- *Maheshwari, S.R., Rural Development in India, Sterling Publishers Pvt. Ltd.*

Course Title: Plantation Management
Course Code: MAG209

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total hours: 45

After completion of this course, the learner will be able to:

1. Evaluate the plant vegetative and reproductive structures.
2. Analyze principles, processes and functions of plant growth and reproduction, including photosynthesis, respiration, transpiration, vegetative growth and reproductive growth, fertilization, and fruit formation
3. Acquire the skills in production, processing, marketing, and finance management in the plantation sector
4. Apply their knowledge to solve problems related to plant growth, crop production and natural resource management

Course Content

UNIT I

13 Hours

Current scenario of major plantation industries in India, plantation field. Operations in estates of Tea, Coffee, Rubber, Spices, etc., (cultivation, harvest management, post-harvest management), manufacturing/processing operations in estates, quality control aspects

UNIT II

12 Hours

Estate management and labor relations, legal aspects of plantation business. Sustainable management in terms of environmental, social, and economic aspects. Managing technological innovation in terms of cultivation and processing in Tea, Coffee, Rubber, Spices, and other relevant plantation crops.

UNIT III

10 Hours

Marketing of plantation crops marketing channels, Product development, branding, pricing and promotion, export environment for plantation crops, logistics management-purchase, stores, and transport.

UNIT IV

10 Hours

Financial management in plantations, cost-volume-profit analysis, relevant promotional agencies and cooperatives, problems, and prospects of the major plantation sectors.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- *Tiffin, M., & Mortimore, M. (2020). Theory and Practice in Plantation Agriculture. Boulder: Westview Press.*
- *Banerjee, G., & Banerjee, S. (2018). Sustainable tea plantation management. International Book Distributing Co., Pub. Division.*
- *Kumari, P. S. (2019). Advances in the Diseases of Plantation Crops and Spices*

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SEMESTER- III

Course Title: Research Methodology
Course Code: MAG301

L	T	P	Cr.
4	0	0	4

Learning Outcomes**Total hours: 60**

After completion of this course, the learner will be able to

1. Evaluate the research process, including the identification of research problems, formulation of research questions, and the steps involved in designing, conducting, and reporting research studies.
2. Apply appropriate research design and sampling techniques based on the research objectives, ensuring the selection of suitable methods for data collection and analysis.
3. Analyze and interpret research data using both quantitative and qualitative techniques, including descriptive and inferential statistics, thematic analysis, and content analysis.
4. Assess the ethical considerations involved in conducting research, including obtaining informed consent, ensuring participant confidentiality, and maintaining integrity in data collection and reporting.

Course Content**UNIT I****16 Hours**

Research: Nature, Purpose, and Scope, Importance of research in various fields, Characteristics of good research.

Research Process: Steps and Components Identification of research problem, Formulation of research objectives and questions, Literature review and theoretical framework, Research design and methodology, Data collection and analysis, Interpretation and reporting of results, Ethical considerations in research

UNIT II**14 Hours**

Research Design: Types and Selection, Experimental, quasi-experimental, and non-experimental designs, Cross-sectional and longitudinal designs, Case study, survey, and ethnographic designs.

Sampling Techniques: Principles and Methods, Probability sampling techniques (simple random sampling, stratified sampling, cluster sampling), non-probability sampling techniques (convenience sampling, purposive sampling, snowball sampling), Sample size determination

UNIT III**15 Hours**

Data Collection Methods: Questionnaires and surveys, Interviews (structured, semi-structured, and unstructured), Observations (participant

and non-participant).

Data Analysis Techniques: Descriptive statistics (measures of central tendency and variability), Inferential statistics (hypothesis testing, correlation, regression), Qualitative data analysis (thematic analysis, content analysis)

UNIT IV

15 Hours

Research Ethics: Ethical considerations in research involving human participants, Informed consent and confidentiality, Integrity, and responsible conduct of research.

Research Reporting and Presentation: Writing a research proposal, Structure and format of a research report, Effective presentation of research findings, Publication, and dissemination of research results.

Transaction Mode

Face-to-face classroom instruction, offline synchronous sessions, online asynchronous discussions, Individual research projects, Group discussions and presentations, Practical exercises, and data analysis tasks

Suggested Readings

- *Creswell, J. W. (2021). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. Sage Publications.*
- *Sekaran, U., & Bougie, R. (2020). Research Methods for Business: A Skill-Building Approach. Wiley*
- *Neuman, W. L. (2022). Social Research Methods: Qualitative and Quantitative Approaches. Pearson.*
- *Saunders, M., Lewis, P., & Thornhill, A. (2019). Research Methods for Business Students. Pearson.*
- *Kothari, C. R. (2020). Research Methodology: Methods and Techniques. New Age International Publishers.*
- *Panneerselvam, R. (2021). Research Methodology. PHI Learning Pvt. Ltd.*

Course Title: Research Proposal
Course Code: MAG302

L	T	P	Cr.
2	0	4	4

Learning Outcomes

Total hours: 90

After completion of this course, the learner will be able to

1. Apply critical thinking skills to identify and define a research problem, develop research questions, and justify the significance and relevance of the research proposal.
2. Design and develop a comprehensive research methodology, including selecting appropriate research design, data collection methods, and ethical considerations.
3. Conduct a thorough literature review to identify gaps in existing research and develop a theoretical framework to support the research proposal.
4. Analyze research proposal, including clear and concise sections such as introduction, literature review, methodology, and expected outcomes.

Course Content

UNIT I

22 Hours

Research Proposal: Purpose, Components, and Significance, Definition and importance of research proposal, Role of research proposal in the research process, Components of a research proposal.

Research Problem Identification and Justification: Identifying research gaps and formulating research questions, Justifying the significance and relevance of the research problem, reviewing existing literature and establishing the research context.

UNIT II

23 Hours

Defining Research Objectives and Research Questions: Formulating clear and concise research objectives, aligning research objectives with the research problem, developing research questions to address the objectives.

Research Methodology and Design: Selecting appropriate research design and methodology, determining data collection methods and techniques, Addressing issues of sampling, data analysis, and ethical considerations.

UNIT III

23 Hours

Conducting a Literature Review: Identifying relevant sources and literature databases, critically analyzing, and synthesizing existing literature, Identifying gaps and areas for further research.

Establishing a Theoretical Framework: Developing a conceptual framework or theoretical model, identifying relevant theories and frameworks to support the research study, Establishing linkages between the research problem, objectives, and theories

UNIT IV**22 Hours**

Writing the Research Proposal: Organizing and structuring the research proposal, writing clear and concise sections, including the introduction, literature review, methodology, and expected outcomes, Following guidelines and formatting requirements.

Presenting the Research Proposal: Preparing an effective oral presentation of the research proposal, Communicating the research problem, objectives, methodology, and expected outcomes, Addressing questions and feedback from the audience

Transaction Mode

Lectures, Discussions, Workshops, Case Studies, Research Proposal, Presentations, Practical Exercises, One-on-One Consultations.

Suggested Readings

- Sekaran, U., & Bougie, R. (2020). *Research Methods for Business: A Skill-Building Approach*. Wiley.
- Creswell, J. W. (2021). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications.
- Leedey, P. D., & Ormrod, J. E. (2021). *Practical Research: Planning and Design*. Pearson.
- Kumar, R. (2021). *Research Methodology: A Step-by-Step Guide for Beginners*. Sage Publications India.
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students*. Pearson.
- Kothari, C. R. (2020). *Research Methodology: Methods and Techniques*. New Age International Publishers.

Course Title: Ethics & IPR
CourseCode: MAG303

L	T	P	Cr.
2	0	0	2

Learning Outcomes

Total hours: 30

After completion of this course, the learner will be able to

1. Assess the ethical principles and their application in various contexts, including business, technology, research, and professional practice.
2. Analyze ethical issues and dilemmas related to intellectual property rights, technology development, and the digital era.
3. Evaluate the legal framework and concepts of intellectual property rights, including patents, copyrights, trademarks, and their implications in innovation and creativity.
4. Develop ethical decision-making skills and strategies to navigate complex ethical challenges in business, technology, research, and professional settings.

Course Content

UNIT I

7 Hours

Ethics and IPR: Importance and ethical principles. Intellectual Property Rights: Types of IPR, significance, and legal framework. Ethical Decision-Making in Business: Ethical theories and frameworks. Ethical Issues in Technology: Privacy, security, artificial intelligence, and digital rights

UNIT II

8 Hours

Patents: Concept, patentability, and patent infringement. Copyrights: Scope, protection, and fair use. Trademarks: Registration, infringement, and brand protection. Research Ethics: Responsible conduct of research, plagiarism, and data integrity

UNIT III

8 Hours

Digital Ethics: Privacy, data protection, cybersecurity, and online ethics
 Ethical Issues in the Use of Artificial Intelligence (AI) and Big Data. Ethical Leadership: Traits, responsibilities, and ethical decision-making in leadership roles. Professional Ethics: Ethical codes and standards in various professions

UNIT IV

7 Hours

Bioethics: Ethical considerations in genetic engineering, human subjects research, and healthcare delivery.

Ethical Issues in Healthcare: Patient rights, end-of-life decisions, and access to healthcare. Technology Transfer: Licensing, commercialization, and intellectual property valuation. Open Source and Open Innovation: Ethical considerations and impact on innovation

Transaction Mode

Lectures, Discussions, Workshops, Case Studies, Research Proposal, Presentations, Practical Exercises, One-on-One Consultations

Suggested Readings

- Velasquez, M. G. (2017). *Business Ethics: Concepts and Cases*. Pearson.
- Lawrence, A. T., & Weber, J. (2017). *Business and Society: Stakeholders, Ethics, Public Policy (15th ed.)*. McGraw-Hill Education.
- Beauchamp, T. L., & Bowie, N. E. (2018). *Ethical Theory and Business (9th ed.)*. Pearson.
- Kizza, J. M. (2017). *Ethical and Social Issues in the Information Age*. Springer.
- Patterson, D. (2017). *Ethics in Business: A Guide for Managers*. Routledge.
- Wailed, C., Kheira, S., & Cornwell, J. (2020). *Contemporary Intellectual Property: Law and Policy (5th ed.)*. Oxford University Press.

Course Title: Proficiency in Teaching
CourseCode: MAG304

L	T	P	Cr.
0	0	4	2

Learning Outcomes

Total hours: 60

After completion of this course, the learner will be able to

1. Assess the learner-centered instructional plans and learning outcomes.
2. Apply innovative teaching strategies and technologies to engage learners.
3. Analyze the different assessment methods to evaluate student learning.
4. Develop effective communication and classroom management skills.

Content Outline:

UNIT I

10 Hours

Overview of the course and its objectives - Theories of learning and their implications for teaching - Understanding the role of the teacher and student in the learning process - Writing clear and measurable learning outcomes -

Meaning Nature, definition, scope, and importance Pedagogy, Andragogy, and Heutagogy – Skills-based approach to teaching (Teaching skills), Micro-teaching, Macro teaching. Methods and approaches of teaching - CAM, Structure-function approach, Synthetic and Analytic approach, Jurisprudential inquiry model

UNIT II

6 Hours

Understanding the diverse needs and backgrounds of learners - Creating an inclusive and supportive learning environment - Facilitating active learning and student engagement strategies

Lectures, discussions, and demonstrations - Group work, collaborative learning, and cooperative learning - Problem-based learning, case studies, and simulations

UNIT III

7 Hours

Integrating technology tools into instruction – Online, blended learning, flipped learning, and M-learning approaches - Using educational software and platforms effectively

Formative and summative assessment methods – Difference between Assessment, Evaluation and Measurement, E-assessment tools

UNIT IV

7 Hours

The importance of reflective practice in teaching - Self-assessment and evaluation of teaching effectiveness – Need for Professional development - Teaching in multicultural and international classrooms - Culturally responsive teaching practices

Meaning, Definition of teaching model - Assumptions, Importance, Role, and type of teaching models. Historical teaching model, Philosophical model of teaching.

TRANSACTION MODE

Discussions, Case Studies, Microteaching, Classroom Observations, Peer Teaching: Video Analysis, Role-Playing, Lecture-cum-demonstration, Classroom Simulations, Reflective Journals/Blogs, Teaching Portfolios and Technology Integration, Flipped Teaching.

SUGGESTED READINGS

- *Ali, L. (2012). Teacher education. New Delhi: APH Publishing Corporation.*
- *Anandan, K. (2010). Instructional technology in teacher education. New Delhi: APH Publishing Corporation.*
- *Bruce R Joyce and Marsha Weil, Models of Teaching, Prentice Hall of India Pvt Ltd, 1985.*
- *Chalan, K. S. (2007). Introduction to educational planning and management. New Delhi: Anmol Publications Pvt. Ltd.*
- *Chand, T. (2008). Principles of teaching. New Delhi: Anmol Publications Pvt. Ltd.*
- *Chiniwar, P. S. (2014). The technology of teaching. New Delhi: Anmol Publications Pvt. Ltd.*
- *Curzon, L. B., & Tummons, J. (2004). Teaching in future education. U.S.A: Bloomsbury Academic Publications.*
- *Das, R.C. (1993): Educational Technology – A Basic Text, Sterling Publishers Pvt. Ltd.*
- *Evaut, M. The International Encyclopedia of Educational Technology.*
- *Gage N L, Handbook of Research on Teaching, Rand Mc Nally and Co., Chicago, 1968.*
- *Graeme, K. (1969): Blackboard to Computers: A Guide to Educational Aids, London, Ward Lock.*
- *Haas, K.B. and Packer, H.Q. (1990): Preparation and Use of Audio Visual Aids, 3rd Edition, Prentice Hall, Inc.*
- *Haseen Taj (2006): modern Educational Technology, Agra: H.P Bhargava Book House.*

Course Title: Service Learning
Course Code: MAG305

L	T	P	Cr.
0	0	4	2

Learning Outcomes

Total hours: 60

After completion of this course, the learner will be able to

1. Develop a sense of civic responsibility and an understanding of the importance of active citizenship in addressing social and community issues.
2. Analyze the needs of community through research and conversations with community members.
3. Enhance problem-solving skills by applying academic knowledge to real-world challenges and identifying effective solutions.
4. Improve career and personal development by gaining practical experience, networking with professionals, and exploring potential career paths.

Course Content

This course aims to engage students in meaningful service-learning activities that foster community linking. Students will actively participate in community-based projects, collaborate with community members and organizations, and reflect on the impact of their service activities. Through this experiential learning approach, students will develop a deep Analyzing of community needs, build relationships with diverse stakeholders, and contribute to community development.

In this course, students are expected to have a presence in the community throughout the semester and reflect on their experiences regularly. In these reflections, they use course content as a basis for their analysis and Analyzing of the key theoretical, methodological, and applied issues at hand.

Transaction Mode

Problem solving learning, blended learning, Cooperative learning, Inquiry based learning, Visualization, Group discussion, experiential learning, Active participation

Suggest Reading

- *"Service-Learning in Higher Education: Concepts and Practices"* by Barbara Jacoby.
- *"Learning Through Serving: A Student Guidebook for Service-Learning and Civic Engagement Across Academic Disciplines and Cultural Communities"* by Christine M. Cress, Peter J. Collier, and Vicki L. Euteneuer.
- *"Reflection: Turning Experience into Learning"* by David Bodu, Rosemary

Keogh, and David Walker.

- *"The Community Engagement Professional in Higher Education: A Competency Model for an Emerging Field" by Lina D. Dustily.*

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L	T	P	Cr.
0	0	4	2

Course Title: Computer Lab

CourseCode: MAG306

Learning Outcomes

Total hours: 60

After completion of the course, the learner will be able to

1. Analyze the hardware, software, components of a network and the interrelations.
2. Evaluate networking protocols and their hierarchical relationship to compare protocol models and select appropriate protocols for a particular design.
3. Acquire the skill to manage multiple operating systems, systems software, network services and security to evaluate and compare system software and emerging technologies
4. Apply solutions for networking and security problems, balancing business concerns, technical issues, and security

Course Content

Networking and System Management

Hardware, software, and network components and their interrelationships. Networking protocols and select appropriate ones for specific design scenarios.

Operating systems, system software, and network services.

Networking and security problems, considering performance and security balance.

Transaction Mode

Problem-solving learning, blended learning, Gasification, Cooperative learning, Inquiry-based learning, Visualization, Group discussion, experiential learning, Active participation

Evaluation Criteria:

- A. First Practical (Unit-I): 20 Marks
- B. Second Practical (UNIT II): 20 Marks
- C. Third Practical (UNIT III): 20 Marks
- D. Fourth Practical (UNIT IV): 20 Marks
- E. Final Practical at end of the semester (Comprehensive practical): 20 Marks

Course Title: Internship (4 Weeks)

Course Code: MAG307

L	T	P	Cr.
0	0	0	04

Learning Outcomes

After completion of the course, the learner will be able to

1. Discover practical work experience in their field of study and analyze the application of theoretical knowledge in real-world situations.
2. Develop students' professional skills such as communication, time management, teamwork, and problem-solving skills
3. Evaluate job opportunities and gain insights into the industry.
4. Analyze the different career paths available to them in their field of study.

Course Content

The Internship course is a 4-week program that offers students or recent graduates the opportunity to gain practical work experience in their field of study. The course is designed to provide students with hands-on experience working in a professional environment, allowing them to apply their knowledge and skills to real-world situations. Through this program, students will have the opportunity to work with experienced professionals and gain exposure to various industries, while also developing their communication, time management, and teamwork skills.

Transaction Mode

Peer Demonstration, Field Visit, Role Play

Evaluation Criteria

- A. First Week Attendance and Report taken from industry where internee joins: 10 Marks
- B. Second Week Attendance and Report taken from industry where internee joins: 10 Marks
- C. Third Week Attendance and Report taken from industry where internee joins: 10 Marks
- D. Fourth Week Attendance and Report taken from industry where internee joins: 10 Marks
- E. Internship completion certificate duly stamped and signed from industry where internee joins: 10 Marks
- F. Viva Voce (Department will held it with one external expert): 20 Marks
- G. Submission of Training report: 10 Marks

L	T	P	Cr.
-	-	-	04

Course Title:MOOC

CourseCode: MAG399

Learning Outcomes

After completion of the course, the learner will be able to

1. Evaluate and select a MOOC course based on their interests and goals.
2. Analyze self-directed learning in the selected MOOC course.
3. Apply the knowledge and skills gained from the MOOC course to their academic and professional pursuits.
4. Assessing effective time-management and self-regulation strategies for online learning. Analyze effective communication skills through the submission of a report detailing their learning outcomes.

Course Content

This course is designed to provide students with an opportunity to take a MOOC (Massive Open Online Course) from a selection of courses provided by the university. The course will allow students to select a MOOC course that aligns with their interests and goals, and provide them with an opportunity to enhance their skills and knowledge in a particular area. Students will be required to complete the selected MOOC course and submit a report detailing their learning outcomes.

Transaction Mode

Online Teaching

SEMESTER-IV**Course Title: Dissertation****Course Code: MAG401****Learning Outcomes**

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After completion of the course, the learner will be able to

1. Develop advanced research skills, including literature review, data collection, analysis, and interpretation, to investigate a specific research question or problem.
2. Apply critical thinking and analytical skills to evaluate existing literature, theories, and methodologies, and generate new insights or perspectives within the chosen research area.
3. Demonstrate effective communication skills by presenting research findings and arguments in a clear, coherent, and well-structured dissertation, adhering to academic writing conventions.
4. Explain and evaluate organizational skills throughout the dissertation process.

Course Content

The Dissertation course is designed to provide students with comprehensive guidance and support throughout the process of conducting independent research and writing a dissertation. Through this course, students will acquire advanced research skills, develop critical analysis abilities, and effectively communicate their research findings. The course will emphasize the importance of independent project management and provide extensive guidance on research methodologies, data analysis techniques, and academic writing conventions.

Transaction Mode

Field work, Mentoring, Discussion