

University of Mumbai



No. AAMS(UG)/ 5 of 2022-23
Mumbai-400032,
28th April, 2022

To
I/c. Director,
Garware Institute of Career
Education and Development,
Vidyanari, Kalina,
Santacruz (E),
Mumbai – 400 098.

Sub: M.Com. (Agri Business Management)

Ref: RB/MU-2021/CR-366/Edn-5/200, dated 2nd March, 2022.

Sir,

Please refer to the Circular No. UG/113 of 2017-18, dated 27th July, 2017, relating to the syllabus as per the (CBCS) for the M.Sc. in Agri Business Management.

You are hereby informed that the recommendation made by Advisory Committee & Board of Management of Garware Institute of Career Education and Development at its meeting held on 5th April 2017 & resolution passed by Board of Deans at its meeting held on 11th June, 2021 vide item No. 9.10 have been accepted by the Academic Council at its meeting held on 29th June, 2021 vide item No. 9.23 and subsequently approved by the Management Council at its online meeting held on 27th September, 2021 vide item No. 17 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017), the amendment of O.6374 relating to the title of course M.Com. (Agri Business Management) has been brought into force with effect from the academic year 2021-22 accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
28th April, 2022

(Sudhir S. Puranik)
REGISTRAR

A.C/9.23/ 29/06/2021
M.C./17/27/9/2021

No. AAMS(UG)/ 5 -A of 2022-23

28th April, 2022

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Dean,
- 2) The Dean, Faculty of Commerce & Management,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-ordinator, MKCL.

(Sudhir S. Puranik)
REGISTRAR

Copy for information and necessary action :-

1. The Deputy Registrar, College Affiliations & Development Department (CAD),
2. College Teachers Approval Unit (CTA),
3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),
4. The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA)
5. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),
6. The Deputy Registrar, Executive Authorities Section (EA)
He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
7. The Deputy Registrar, PRO, Fort, (Publication Section),
8. The Deputy Registrar, Special Cell,
9. The Deputy Registrar, Fort Administration Department (FAD) Record Section,
10. The Deputy Registrar, Vidyanagari Administration Department (VAD),

Copy for information :-

1. The Director, Dept. of Information and Communication Technology (DICT), Vidyanagari,
He is requested to upload the Circular University Website
2. The Director of Department of Student Development (DSD),
3. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,
4. All Deputy Registrar, Examination House,
5. The Deputy Registrars, Finance & Accounts Section,
6. The Assistant Registrar, Administrative sub-Campus Thane,
7. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,
8. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,
9. P.A to Hon'ble Vice-Chancellor,
10. P.A to Pro-Vice-Chancellor,
11. P.A to Registrar,
12. P.A to All Deans of all Faculties,
13. P.A to Finance & Account Officers, (F & A.O),
14. P.A to Director, Board of Examinations and Evaluation,
15. P.A to Director, Innovation, Incubation and Linkages,
16. P.A to Director, Department of Lifelong Learning and Extension (DLLE),
17. The Receptionist,
18. The Telephone Operator,

Copy with compliments for information to :-

19. The Secretary, MUASA
20. The Secretary, BUCTU.

UNIVERSITY OF MUMBAI



Proposed Revise Syllabus for the course of M.COM(Agri Business Management)

(Credit Based Semester and Grading System with
effect from the academic year 2021-22)

UNIVERSITY OF MUMBAI**Syllabus for Approval**

Sr.No.	Heading	Particulars
1	Title of the Course	M.Com. (Agri Business Management)
2	Eligibility for Admission	B.SC. AGRICULTURE OR BACHELORS DEGREE FROM ANY AGRICULTURAL UNIVERSITY (IN AGRICULTURAL ENGINEERING, FOOD TECHNOLOGY/SCIENCE, HORTICULTURE, FISHERIES AND FORESTRY) / BACHELOR'S DEGREE IN BOTANY (SIX UNITS PROGRAMME OF ANY UGC RECOGNIZED UNIVERSITY) WITH MINIMUM TWO YEARS EXPERIENCE IN AGRICULTURE, AGRO / FOOD PROCESSING. LATERAL ENTRY: CANDIDATES WHO HAVE PASSED PGDABM COURSE FROM GARWARE INSTITUTE HE /SHE IS ELIGIBLE TO TAKE ADMISSION IN SEMESTER III OF MASTER DEGREE IN AGRI BUSINESS MANAGEMENT (LAST 5 YEARS STUDENTS OF PGDABM ARE PERMITTED)
3	Passing Marks	50%PASSINGMARKS
4	Ordinances / Regulations(if any)	0.6374 & 6375
5	No. of Years/Semesters	2YEARS/4SEMESTERS
6	Level	
7	Pattern	Semester
8	Status	Revise
9	To be implemented from Academic Year	FromAcademicYear2021-22

Date:

Signature:

I/c. DIRECTOR

Dr. Shivram S. Garje, I/C.Director, Garware Institute of Career Education & Development

PREAMBLE :

More than fifty percent of youth Indian population is dependent in agriculture and rural activities. This sector needs simple yet novel ideas to stir the younging gainful employment.

The post graduate agriculture business program is design to offer education to graduate students from rural area in practical business practices based on subjects information technology, Rural economics, marketing research, projects and their appraisal for credit in land and overseas marketing export and entrepreneurship.

The objectives is to inspire motivate the participant to initiate activity such as opening on small units near farm gates. This units will have linkage to regional and national marketing organization with value addition in rural produce. The Skilling program will develop barefoot managers and confident young leadership.

Proposal for M.COM.(AGRIBUSINESSMANAGEMENT):

M.COM.(AGRIBUSINESSMANAGEMENT)

The post graduate course in Agribusiness Management covers two years full time programme that awards a Diploma PGDABM. The subjects are Management Preambles and Practices, Accounting and Finance, Microfinance and financial inclusion, Economics and Cooperatives, Human Resource Development and most importantly Marketing of Agri produce, Food grains production and preservation, Soil conservation and fertility, Macro and Micro nutrients , Chemical and Organic fertilizers, Sustainable livelihood, Dairy poultry. Also included are Project reports and Internship in Industry and Institutions.

An upgradation of the course to degree level is now essential for following reasons:

Technology: Digitalization in Economy, New technologies in Agriculture, Biotechnology have brought in changes that need deeper understanding of the subjects and implementation practices.

Trend: P.G. Diploma will continue but competition from various schools, more particularly Indian Institutes of Management and other private Institutes which awards MBA's appear more acceptable than mere P.G. Diploma. We request you to upgrade the Post graduate diploma course in Agribusiness Management into a full fledged Degree Course. We are confronting several depths; some of them are listed below to draw your attention:

1) Job opportunities for Diploma holders are decidedly lesser than Degree courses

- 2) An opportunity to pursue Doctorate programme that is not offered to Diploma holder or any Degree holders is eligible to pursue further studies.
- 3) In continuation of point 2 the students with Diploma are not preferred by foreign university as compared to degree courses

Essentials:

A post graduate degree is a must for the candidates who wish to pursue their career in Research or wish to obtain a doctorate in the subject once a go ahead signal is obtained.

A committee comprising of the following persons was formed to formulate course content for the master's degree in Agri Business : Ms Jayshri Shirke, Mr Ashok Govande, Mr L.S. Bharambe, Mr N.N. Amte, Mrs Reshma Ranadive, Mrs Rukhsana Shaikh, Mr Patil and others.

OBJECTIVE AND VISION

- To train the youth in gainful pursuits through developing leadership.
- To stir innovation and entrepreneurship that add value to rural produce at the farm gate.
- To provide solutions so that the students after getting the degree, do not queue up for jobs but think all the time about innovation and entrepreneurship.

M.COM(AGRIBUSINESSMANAGEMENT)–Duration2years

	Subject code	CoreSubject	AssessmentPattern			TeachingHours			
		Topics	Internal Marks-60	External Marks-40	Total Marks(CA)-100	Theory Hours	Practical Hours	Total Hours	Total Credits
SEM - 01	1.1	Principles of Management and Rural Administration	60	40	100	60	-	60	4
	1.2	Accounting & Finance	60	40	100	60	-	60	4
	1.3	Rural Economics	60	40	100	60	-	60	4
	1.4	Agricultural Products	60	40	100	60	-	60	4
	1.5	Human Resource Management	60	40	100	60	-	60	4
	1.6	Soil and Water Management	60	40	100	60	-	60	4
	1.7	Information Technology	60	40	100	60	-	60	4
		Total			700			420	28
SEM - 02	2.8	Quantitative Techniques	60	40	100	60	-	60	4
	2.9	Financial Management in Agriculture	60	40	100	60	-	60	4
	2.10	Rural Marketing & Services	60	40	100	60	-	60	4
	2.11	Communication & Presentation Skills	60	40	100	60	-	60	4
	2.12	Business Law & Ethics	60	40	100	60	-	60	4
	2.13	Managerial Economics	60	40	100	60	-	60	4
	2.14	Sustainable Agriculture	60	40	100	60	-	60	4
	2.15	Project	100	-	100	-	60	60	2
		Total			800			480	30

	Subject code	CoreSubject	AssessmentPattern	TeachingHours	
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		Topics	Internal Marks -60	External Marks -40	Total Marks (CA)-100	Theory Hours	Practical Hours	Total Hours	Total Credits
S E M - 0 3	3.16	Elective Project	100	-	100	-	60	60	2
	3.17	Costing	60	40	100	60	-	60	4
	3.18	Organization Behaviour and Consumer Behaviour	60	40	100	60	-	60	4
	3.19	Commodity Markets	60	40	100	60	-	60	4
	3.20	Research Methodology	60	40	100	60	-	60	4
	3.21	International Trade Management	60	40	100	60	-	60	4
	3.22	Evaluation of Internship Projects	200	-	200	-	120	120	4
		Total			800			480	26
S E M - 0 4	4.23	Entrepreneurship & Business	60	40	100	60	0	60	4
	4.24	Agriculture Export Management	60	40	100	60	0	60	4
	4.25	Corporate Social Responsibility	60	40	100	60	0	60	4
	4.26	Agro Processing Industry	60	40	100	60	0	60	4
	4.27	Project Reports	200	-	200	-	120	120	4
		Total			600			360	20
		Final Total			2900			1740	104

Special Youth Training Programs to Advance Countries mainly Israel after the completion of the third Semester for maximum period of 12th month's field training Program in KIBBUTZS (Farming Company) in Israel where participant learn modern agriculture technology.

Paper No.	Subject	Total Hours	Session of 3Hrs. Each
	SEMESTER 1		
1.1	Principles of Management and Rural Administration: Section 1 Unit 1 Principles of Management Evolution of Management, Functions of Management Elements in managing contributions of Taylor Mayo Peter Drucker Prahlad Sanin Unit 2 Planning a continuous process goods missions standards concepts of decision making organizing principles of organization Description Division of Jobs Job specifications Job responsibilities Authority delegation of Authority Responsibility and Accountability. Motivating Basic Instrument of getting the work done, Factors affecting performance Leadership Managerial skills and techniques of communication in context of Indian conditions Management by objectives. Unit 3 Controlling Areas of performance control product, finance, proven of control / Appraisal taking remedial action Management Audit Unit 4 Case studies Section 2 Unit 1 Village the citadel of Indian Cultural Traditions changing rural scene, Present infrastructure in rural India present studies and how gaps are being filled up (Roads, Water Electricity, Education Health care) Business opportunities in infrastructure development - Solar Energy & windmill for power Gobargas plants Hospitals and Health Care (CSR) Cooperate Social Responsibility – Evolving industries. Unit 2 India's age and number of villages. Indian Society A divided caste ridden society role of gram Panchayats Municipalities selected Representatives and nominated representatives collection, Police superintendent Law and order civil surgeon Bank Manager Role of Financial Institutions Financial Inclusion Gram Dhan Yognas, Insurance, Dependency on Monsoons	6 9 9 6 6 9	2 3 3 2 2 3 6

	Unit3 Rural Consumer farmers agri produce, Agri Tourism sustainable income schemes Unit4 Rural Administrations: • Rural Structure, Social Structure and Its Components, Characteristics of Rural Economy • Rural social Institutions- family, Property, Caste, Class, Agrarian Structure, Indebtedness and Poverty, Religion. • Village Governance, Local Self Government, Panchayat Raj System and Community Development Programmes. List of Reference: 1. Carver, The Principles of Rural Economics. 2. Desai, A., Rural Sociology in India. 3. Dube, S.C., India's changing villages. 4. Nanavati & Anjala, rural problems in India. 5. Ruddar Dutt & K.P.M. Sundaram, Indian Economy. 6. Sachdeva, D.A. & Vidya Bhushan, An Introduction to Sociology. 7. Reference Books/Journal/Television principles of Management Knowledge principles of Management Terry/Frankton 8. Journal: MINT, Economic Times 9. Bloomberg Series	6	2
1.2	Accounting & Finance: Unit1 1) Accounting: Objective: To develop conceptual understanding of the fundamentals of financial accounting system and showing their applications to simple financial decision making situations. Content: (1) Accounting Introduction (i) Meaning and scope of Accounting. (ii) Accounting concepts, Principles and conversions. (iii) Accounting standards- concepts, objectives benefits (iv) Accounting policies (2) Accounting Process Books of Accounts leading to the preparation of Trial Balance, Capital and Revenue expenditures, capital and revenue Receipts Contingent Assets and contingent liabilities.	27	9

	Unit2 BankReconciliationStatement Unit3 Inventories. Basisofinventoryvaluationandrecordkeeping. Unit4 DepreciationAccounting Unit5 PreparationofFinalAccountsforsaleproprietors,andpartnership firms. Unit6 IntroductiontoCompanyAccountsIssueofsharesanddebentures forfeitureofsharesreissueofforfeitureofshares,redemptionon preferenceshares. ListofReference: 1.FinancialAccounting byMeigs 2.FinancialAccountingbyHorngreenCharles 3.ManagementAccountingbyKhan,M.Y.&Jai,P.K. 4.AccountingPrinciplesbyAnthonyReece 5.Financial&CostAccounting byICFAI 6.AdvancedAccountancybyR.L.Gupta 7.AdvancedAccountancybyShuklaandGrival	6	2
		6	2
		6	2
		6	2
		9	3
1.3	RuralEconomics: Unit1 NatureandStructureofRuralEconomy–Socio- EconomicStructureofRuralIndia • OccupationalStructure,AgricultureandAlliedSector • RuralDevelopmentApproachesandExperiments • RoleofRuralSector inEconomicDevelopment • RuralMarketinganditsStructure,StorageandWarehousing • NaturalResources–CaseStudyofIndia Unit2 RuralDevelopmentPoliciesandInfrastructuralPrograms • RuralTransportation,SourcesofRuralCredit • CentralandStateSponsoredRuralDevelopmentPolicies ListofReference: 1. Dantwalaet. al (1986): Agricultural Development SinceIndependence,Oxford and IBH,New Delhi.	30	10
		30	10

	2. The Hindu (2006): Survey of Indian Agriculture 2006. New Delhi 3. Van Roven Willam (1954): Atlas of the World Resources, Vol.I – The Agricultural Resources of the World, Prentice Hall, New York. 4. Food and Agriculture Organization of the United Nations, Production Year Book, FAO, Rome. 5. John W. Mellor (1967): The Economics of Agricultural Development, Cornell University, Ithaca, New York. 6. Dr. K. Venkata Reddy (2001): Agriculture and Rural Development, Himalaya Publication House, Delhi. 7. Carolyn Tanner and Margot A. Bellamy: Issues in Agricultural Competitiveness Market Policies, IAAE Occasional Paper Series, edited by, Roger Rose.		
1.4	Agricultural Products: Unit 1 Nature and Scope of Agriculture and its Structure • Global Overview of Agriculture- Importance of Agriculture, Structure of Agricultural Products, • Crop Pattern of India, Globalization and Changing Structure of Agro Products • Factors Influencing Agriculture – Agriculture Areas of Crop Specialization- Regional Analysis • Impact of Climate Change on Agricultural Productivity- Analysis With Reference To Major Crop Area; Food Insecurity - Droughts and Floods • Dispersal of Agriculture – Processes and Impact Unit 2 Changing Perspective in Agriculture • Globalization and Agriculture- Agricultural Product Competitiveness Export Orientation Agricultural Production and Dependency of the Colonial Countries on the Colonies. • Green Revolution- Need for Green Revolution- Production Performance - Problems in the Spread of Green Revolution- Effects of Green Revolution • Agricultural Innovation- New Methods of Cultivation- Cooperative Farming, Contract • Farming, Corporate Farming, Precision Farming and its Success Experiments. • WTO and Agricultural Trade List of Reference:	30 30	10 10

	1. Grigg, D. (1984): An Introduction to Agricultural Geography, Hutchinson Publication, London 2. Morgan, W. B. and Munton, R. J. C. (1977): Agricultural Geography, Methuen, London. 3. Singh, J. and Dhillon, S. S. (1984): Agricultural Geography, McGraw Hill, New Delhi 4. Dantwala et al (1986): Agricultural Development Since Independence, Oxford and IBH, New Delhi. 5. Frankel, F. R. (1971): India's Green Revolution, Princeton University Press. 6. Borgstrom, G. (1967), Hungry Planet, Collie Macmillan, Toronto. 7. The Hindu (2006): Survey of Indian Agriculture 2006. New Delhi 8. Bansil, B. C. (1975): Agricultural Problems of India, Delhi. 9. Grigg, D. B. (1974): The Agricultural Systems of the World, Cambridge University Press. 10. Dr K Venkata Reddy (2001): Agriculture and Rural Development, Himalya Publication House, Delhi. 11. Carolyn Tanner and Margot A Bellamy: Issues in Agricultural Competitiveness Market Policies, IAAE Occasional papers series, edited by, Roger Rose. 12. 2012-13 Government of India, Ministry of Agriculture Department of Agriculture and Cooperation, Directorate of Economics and Statistics New Delhi.		
1.5	Human Resource Management: Unit 1 HR Planning, Job design, Selection & Recruitment of employees, Incentives Reward Compensation, Introduction to legal aspects. Unit 2 Personality: Meaning and Determinants of Personality Process of Personality Formation Personality Types Assessment of Personality Traits for Increasing Self Awareness Unit 3 Perception, Attitude and Value Perceptual Processes, Effect of perception on Individual Decision-Making, Attitude and Behaviour. Sources of Value Effect of Values on Attitudes and Behaviour. Effects of Perception, Attitude and Values on Work Performance. Unit 4	9 9 9	3 3 3

	Motivation Concepts Theories of Motivation and their Applications for Behavioral Change. Unit 5 Team Effectiveness: High performing teams, Team Roles, cross functional and self directed teams Unit 6 Organizational Design: Structure, size, technology Environment of organization; Organizational Roles: - Concept of roles; role dynamics; role conflicts and stress. Unit 7 Leadership: Concepts and skills of leadership Leadership and managerial roles Leadership styles and effectiveness Contemporary issues in leadership. Power and Politics: sources and Uses of power; politics at workplace Tactics and strategies. List of Reference: 1. Understanding Organizational Behavior – Udai Pareek 2. Organizational Behavior – Stephen Robbins 3. Human Resource Management: K. Aswathappa, 5th edition TMG, 2009	9 6 9 9	3 2 3 3
1.6	Soil and water Management: Unit 1 Soil Management • Defines soil, Concept of soil health management. • Soil quality for sustainable productivity • Soil health management under dryland conditions • Soil fertility management in different cropping system • Importance of soil testing (a) soil testing methods/techniques (b) Soil testing based on fertilizer use • Soil amendments • Balanced and integrated nutrient management for better soil health and productivity • Use of different organic manures i.e. FYM, Compost, Vermicompost, green manuring • Use of micronutrients and Biofertilizers • Soil conservation Methods • Carbon sequestration for sustainable productivity and soil	30	10

	health Unit2 WaterManagement • Soil – Water relationship, movement of water in the soil and within the soil • Soil moisture characteristics – soil moisture measurement • Water requirement of different crops • Scheduling of irrigation a) based on soil moisture status b) based on physiological status of crop • Irrigation Methods a) Surface method of irrigation b) Sub-surface irrigation c) Sprinkler Method d) Drip irrigation • Quality of irrigation water- Total soluble salts, Sodium concentrations and carbonate and Bicarbonate. • Field drainage systems for better water management • Soil moisture conservation techniques- Mechanical measures, contour farming, Strip farming etc. • Water harvesting and water recycling • Watershed management • Water management in rainfed agriculture • Water resources in India • Water use efficiency – factors affecting water use efficiency, Measures to increase water use efficiency. • Land development for irrigation management. Reference Books: 1. Principles and Practices of Agronomy, P Bal Subramanian and S Palaniappan 2 Efficient use of irrigation water, G H Sankara Reddy, T Yellamanda Reddy 3 Principles and Practices of Agronomy, S S Singh		
1.7	Information Technology: Unit1 Historical Perspective of Computers & Information Technology, working of computer hardware and software, Basics of Networking Unit2 Components of Networks, LAN/WAN/MAN, various options for Networking for a business, various media for communication,	12 12	4 4

	Satellite,Copperfiberoptic. Unit3 BasicsofInternet,howdoesitwork,variouscomponentsoftheinternet, Browser, Web Server, DNS Server, Search Engine applicationofWebsites,blogs,e-mail,FTP,VoiceoverInternet. Unit4 Impact of IT, Over view of Concepts such as ERP, SCM, CRM, Datawarehousi9ng,BusinessIntelligence,e-commerce,e-Business,KnowledgeManagement–CaseStudies. Unit5 • CustomerRelationshipManagement • SaleandDistribution • DigitalMarketing/SocialMedia/Blogging • Usageof various smartdeviceapplicationothersuggestions,softskill Development,BusinessCommunication.	12	4
		12	4
		12	4
	Semester2		
2.8	QuantitativeTechniques: Unit1 DecisionTheory: Onestageddecisionmakingproblems, developingPay-offandRegrettablesfordecisionmakingunderuncertainty and under risk.Decision making under uncertainty –various principles such as Laplace, Maximin or Minimax, Maximax orMinimin,Hurwicz,Savageetc.Decisionmakingunderriskthe problems onconceptsofEMV,EPPI,EVPI,EOLetc. Unit2 QueuingTheory:CharacteristicsofQueuemodelforonlysingleserver(M /M/1)classification,calculationsforLq,Ls,Wq,Ws,intensity of traffic, utilization factor, cost analysis etc. ProbabilisticQueuingmodels. Unit3 Simulation:Processofsimulation.MonteCarloSimulationandrelatedpr oblemswithone,two,threevariables.Preparationofsimulationworkshee twiththehelpofrandomnumbersandthe quantitydemandedandexperimentationwithchange intheOrdering	9	3
		9	3

	quantity, Ordering level, Lead time etc for arriving at minimum cost. Unit 4 Assignment Problems: Hungarian Approximation Method (HAM) for balanced and unbalanced assignment restrictions for minimizing the cost and maximization of profit with multiple optima. Unit 5 Transportation Problems: Formulation of Transportation problems, Vogel's approximation Method (VAM) for initial basic solution, testing the optimality by Modified Distribution Method (MODI) and revising solution, unbalanced problems, prohibitions, compulsions, discounts for minimization of cost. In some cases maximization of profit when the unit profit is given instead of unit cost. Unit 6 Linear Programming Problem (LPP): Formulation of LPP , Graphical solution to LPP sensitivity analysis and problems related agriculture based on LPP for maximization of profit/minimization of cost. Unit 7 Inventory Models: Inventory control models such as EOQ model, EOQ model – discounts and price breaks. Determination of Re-order level, Safety stock (SS), Expected Demand During Lead Time (DDLT), etc. Based on this model related to agriculture. Reference Books: 1. Quantitative Techniques for Decision making by M.P. Gupta and R.B. Khanna 2. Quantitative Techniques in Management by N.D. Vora 3. Quantitative Techniques by Anderson	9	3
		9	3
		6	2
		9	3
		9	3
2.9	Financial Management in Agriculture: Unit 1 Institutional setting for Rural Finance. Unit 2 Financing large Agri Project impact of credit self finance technology Unit 3	3	1
		3	1

Preparation of Financial Project Report	3	1
Unit 4 Project Analysis Concepts and Techniques	3	1
Unit 5 Changes on Agri output.	3	1
Unit 6 Detailed analysis of Agri inputs	3	1
Unit 7 Mechanization of Farming	3	1
Unit 8 Agricultural Industry i. Importance of Agriculture business. ii. Agriculture Business and Animal Husbandry iii. Dairy Farming iv. Poultry Farming v. Fishery vi. Farm Accounting vii. Preparation of profit and loss Account of Farm Industry viii. Preparation of Balance sheet of Farm Industry.	15	5
Unit 9 Financial institutional Finance for Agriculture, Development Banking Credit for inputs and Distribution Business.	6	2
Unit 10 Case pertaining Co-financing private inputs dealers, Financing Distribution Business (Co-operatives) Financing inputs distribution by a Co-operative Marketing Federation, latest changes by the Government Financing Agro Marketing and processing priorities, Institutional Finance for basic food processing industries (food park)	9	3
Unit 11 Analysis of Financial statement.	3	1
Unit 12 Analysis and assessing of project reports.	3	1
Unit 13 Assessing of Feasibility.	3	1
List of Reference: 1. S.N. Maheshwari – Cost and Management Accounting (Sultan Chandra and Sons) 2. Chakraborty Hrishikesh – Advance Accountancy, Kolkata,		

	OxfordUniversityPress. 3. NarulaR.K.V.GopalKrishnan- 1984AgriculturalandRuralAdvancesbycommercial Bank(PracticalGuidelines) 4. DruryColin- ManagementandcostAccounting,InternationalatThomsonPress,Lo ndon 5. AnnualReportandFinalAccountsofanyfarm,Dairy,Fisheryand Poultrycentre.		
2.10	RuralMarkets&Services: Section1 RuralMarketChallengesandopportunities: Unit1 EmergingprofileofRuralMarketsinIndiaproblems,RegulatedMarketsc onstraints,qualityorientation,standerdisationandgrading. Unit2 LargescatteredmarketoverawideGeographicalarea, Lowstandard ofLiving,traditionaloutlookvalueoldcustomandtraditions, growthinLiteracychangeddemandpalterinfrastructrefacilities likeRoad,warehousecommunicationsystemgrosslyinadequateRuralel ectrificationsystemitsgoingatunder‘PradhanMantriGramo DyaYojana’butstill alotneedstobedone Unit3 ScopeofRuralmarketinginIndiagradaulHigherpurchasingpower, increaseindemandlargenumberofconsumersneedsexposure growingunbanisationopinionleadsmarketgrowthinRuralMarket higherthenurban. Unit4 Problem of Rural marketing: Transportation problemsmany languagesand dialect,inadequatedealesnetworks. Unit5 Emerging profile of the Rural consumer Rural Market Experimentation targetinandpositioningFactorsaffectingRural consumerBehavior –SocialculturalandTechnologicalfactors Unit6 Cooperation–principles–gedutco-operativesocietiesRoleof cooperationsocial and economic Development Role of local leadership competition from non cooperation organizations (partnershipfirm)Jointstockcompany.Leadershipofcooperationin Maharashtra,Varghesekurian,AnandMilkUnion(AMUL)and	6 6 6 6 6	2 2 2 2 2

	National Dairy Development Board Role of NABARD, Government RBI and Federations. Section 2 Rural Services Challenges and opportunities: Unit 1 Present status of opportunities and gaps in India (Road water Electricity Health Care) Unit 2 Role of Authority (Local, State & Central Government) in providing connectivity of villages to towns cities, seaports) Rural Hospital and Health care and education. Unit 3 Role of Financial Institutions – Cooperatives Banks Nabard and World Bank. Unit 4 Business and Marketing opportunities in infrastructure Development- Ponds, Roads, wind and solar energy for power, Solar lamps for lighting, Gobar Gas plants, Compost plant etc., List of Reference: 1. Dr K Venkata Reddy (2001): Agriculture and Rural Development, Himalya publication House, Delhi. 2. Carolyn Tanner and Margot A Bellamy: Issues in Agricultural Competitiveness Market Policies, IAAE Occasional paper series, edited by, Roger Rose.	9	3
2.11	Communication & Presentation Skills: Unit 1 Process of communication oral/ written communication in organization Unit 2 Nature and scope Unit 3 Management of Written and Oral Communication Unit 4 Barriers to Effective Communication	12 9 9 9	4 3 3 3

2.13	Managerial Economics:		
	Unit1 Meaning, Scope & importance of managerial Economics.	3	1
	Unit2 Basic concepts relevant in business i) Demand & supply ii) Production distribution, consumption & Consumption function. iii) Cost analysis price determination, market Competition and monopoly. iv) Micro & Macro economics, economic growth & Economic Development, optimization.	6	2
	Unit3 Demand Analysis & business forecasting i) Factors influencing demand, law of demand ii) Elasticities of demand iii) Determinants of demand for durable & non-durable goods, long-run & short-run demand. iv) Autonomous demand & firm demand	6	2
	Unit4 Supply Analysis i) Meaning factor determinants of supply law of supply, exceptional supply.	6	2
	Unit5 Cost & Production Analysis i) Cost concepts: Short term & Long term ii) Cost output relationship iii) Cost of multiple products & Economies of scale & diseconomies of Scale iv) Production functions v) Break-even analysis	6	2
	Unit6 Pricing policies & practice i) Discriminating prices, causes ii) Pricing methods iii) Product line pricing iv) Price dissemination price forecasting v) Specific pricing problems	6	2
	Unit7 Profit analysis i) Meaning, need, importance ii) Profit theories & Policies iii) Profit planning & control	6	2

	Unit8 Capital budgeting i) Demand & supply of capital ii) Capital rationing need iii) Macroeconomics iv) Business or Trade cycle v) National Income concepts, methods, measurement Unit9 Knowledge economy i) Introduction & Importance Unit10 Objectives: The basic objective of this course is to make the students aware of regions issues that they are expected to face as managers at their level and to equip them with tools & techniques of economic analysis for improving their decision making skills. List of Reference: 1. Managerial Economics – by Mr. Joel, Dean 2. Managerial Economics – Theory & Practices – by Mr. D.H. Mithani 3. Managerial Economics – by J. Samuelson 4. Managerial Economics & concepts & cases by Mote, Paul & Gupta 5. Managerial Economics – by Milton Spences & Louis Siegleman 6. Essentials of Managerial Economics – by P.N. Reddy Appannal	6	2
2.14	Sustainable Agriculture: Unit1 Concrete alternatives emerging from alternative Agriculture Movement Unit2 Compost and Organic Fertilisers Unit3 Worm Culture Unit4 Agriculture in Arid Land – Green Houses Unit5 Livestock Management Unit6 Soil and Water Conservation	6 3 6 6 3 6	2 1 2 2 1 2

	Unit7 PrawnFarming, SheepRearing Unit8 EmergingOpportunitiesinSpices Unit9 EmergingOpportunitiesinBreakfast food Unit10 EmergingOpportunitiesinMilkProductsSoyaMilk Unit11 EmergingOpportunitiesinSpices,ProteinFoods	6 6 6 6 6	2 2 2 2 2
2.15	Project	60	20
	Semester3		
3.16	ElectiveProject:Evaluation	60	20
3.17	Costing: Unit1 IntroductiontocostandManagementAccounting Unit2 MaterialCost. Unit3 LabourCost. Unit4 DirectExpensesandoverheads. Unit5 ActivityBasedCosting(ABC) Unit6 CostRecords. Unit7 CostingSystems. Unit8 MarginalCosting Unit9 StandardCosting Unit10 Budget,BudgetingandBudgetaryControl	 6 6 6 6 6 3 6 3 3 3	 2 2 2 2 2 1 2 1 1 1

	Unit11 Cost Accounting Records and Cost Audit Unit12 Cost Analysis for Managerial Decisions Unit13 Objective: To acquire knowledge and understanding concepts, techniques and practices of cost and Management accounting and to develop skills for decision making. List of Reference: 1. Cost Accounting by Matz, A./ Curry O. 2. Cost & Management Accounting by Rao B.T.A. 3. Cost Accounts by Gupta R./ Gupta V. 4. Cost Accounting by Horngreen 5. Financial Accounting: An Introduction by Bierman H/ Derbin A.R. 6. Financial Accounting by Norkett 7. Financial Accounting: An Introduction to Concepts, Methods and Uses by Davidson, Sidney & Others 8. Cost Accounting by Jawahar Lal	3	1
		3	1
		6	2
3.18	Organization Behaviour and Consumer Behaviour: Unit1 CONSUMER BEHAVIOUR Customer Buying Behavior, Buying Process, Social Factors influencing buying decisions. Consumer behaviour in the international context; Culture as market distinguisher, Hofstede's theory. Customer Service Strategies, Top of Mind Recall, Share of Mind. Customer Evaluation of Service Quality, Customer Research, Customer Relationship Management, Setting Service Standards, Implementation, Training, Communication Gaps, Delivery Gaps, Multilevel Relationship marketing, Preferred Customers, Loyalty Program etc - Commerce List of Reference: 1. Consumer Behaviour: Schiffman and Kanuk: Prentice Hall 2. Consumer Behaviour Text and Cases: Satish Batra & SHH Kazmi 3. Consumer Behaviour in Marketing Strategy: Howard Prentice Hall Intl. 4. Customer Relationship Management: Duane E Sharp. Auerbach Publications.	30	10

	5.Customer Relationship Management: Mukesh Chaturvedi and Abhinav Chaturvedi Unit 2 ORGANISATIONAL BEHAVIOUR Origin, Nature and Scope of Organisational Behaviour Relevance to Organisational Effectiveness and Contemporary Issues. Perception, Attitude and Value Perceptual Processes, Effect of perception on Individual Decision-Making, Attitude and Behaviour. Sources of Value Effect of Values on Attitudes and Behaviour. Effect of Perception, Attitude and Values on Work Performance. Group Behaviour and Group Dynamics Workgroups formal and informal groups and stages of group development. Concepts of Group Dynamics, group conflicts and group decision making. Team Effectiveness: High performing teams, Team Roles, cross functional and self directed teams Organisational Design: Structure, size, technology Environment of organisation; Organizational Roles:- Concept of roles; role dynamics; role conflicts and stress. Organisational conflicts Organisation Development Organisational Change and Culture Environment, Organisational culture and climate Contemporary issues relating to business situations Process of change and Organizational Development List of Reference: 1. Understanding Organizational Behavior – Udai Pareek 2. Organizational Behavior – Stephen Robbins 3. Organizational Behavior – Fred Luthans 4. Organizational Behavior – L.M. Prasad (Sultan Chand) 5. Organisational Behaviour – Dipak Kumar Bhattacharya – Oxford Publications	30	10
3.19	Commodity Markets: Meaning and significance Unit 1 Commodity market they serve to bring about an interplay of the forces of demand & supply to determine market values of different commodities, Agriculture produce include field crops. (wheat, Rice, Cotton oil seed manufactured goods, Bullion (gold silver precious stone) Unit 2 Commodity markets provide a market place, collect and disseminate market information, regulate trading, facilitate grading, settle disputes are barometers of market conditions, provide hedging facility, indices bankers & Finance to lend against commodities, help	6	2

	Unit2 Typesofresearch.	9	3
	Unit3 Importanceofresearchinmanagementdecisions.	9	3
	Unit4 ResearchProcess:stepsinresearchprocess ▪ Definingresearchproblem ▪ Formulationofhypothesis ▪ ResearchDesigns ▪ DatacollectionMethodology ▪ PrimarydatacollectionMethodsandtechniques ▪ Secondarydatacollection,libraryreferences ▪ Reliabilityand Validityofdata ▪ Samplingandmeasurement ▪ Datapresentation,analysisandtestinghypothesis ▪ Preparationofreportandpreliminaryanalysis ▪ Interpretation ▪ Presentationofresults	18	6
	Unit5 BasicQuantitativetechnequessuchasFrequency,Table,Mean,Medianand Mode,MeasuresofDispersion,StandardDeviation,Quartile Deviation,, Mean Deviation , Skewness, Kurtosis, Correlation ,typesofcorrelation,KarlPearson’sCo-efficientofCorrelation,Regression, Probability, Inferential analysis: test of hypothesis ,Chi-squaretest,onewayANOVAestimationetc.,SPSSapplicationinBusinessResearch.	15	5
	ReferenceBooks: 1. ResearchMethodologybyDeepakKumarBhattacharyya 2. ResearchMethodologyToolsandTechniquesbyDrUKNeogi 3. ResearchMethodologybyDrSMIsrani4.FundamentalsofStatisticsbySPGupta.		
3.21	InternationalTradeManagement: Unit1 CustomsAct1962,ForeignTradeRegulationandDevelopmentAct1999 Unit2 Custompoliciesbyministryofcommerce –Introduction,History,	6	2

	Scope, Rights, Duties, Responsibilities, Relationships, types, STC, Startradinghouses,directandindirectexport,tariffandnon-tariffbarriers,MTO.Tenders– Contractwithexamplesrelatedtoagriculturalproducts rice,sugar,flowers,fruits &laws relatingtoeach countries. Unit3 -(multi mode transport) Air & SeaConsolidation,containerization - Stowage of Cargo –INCO & I.A.T.A Rules and Regulations & nationalorganizations. Unit4 Warehousing– Bondedwarehouse,Importance,Organizations,procedures&charges, Unit5 Customs–Organization–Functions–Law&,ProvisionsandRestrictions– Controls–OnImport–Export,Exemptions,Abatement – RBlguidelinesUSANCE(LC)Remission,Refunds,DrawbackandShortPay ment Unit6 FreeTradeZones,SEZs–procedures,co-ordinationwithCustoms– charges–levy–collection‘ Unit7 General Procedures – selection of appropriate method of transportand cargo space booking – documentation – monitoring (tracking andtracing)ofgoodsanddocuments. ListofReference: JAINPUBLICATIONSTARIFFBOOKS	9	3
		9	3
		6	2
		12	4
		9	3
		9	3
3.22	EvaluationofInternshipProjects	120	40
	Semester4		
3.23	Entrepreneurship&Business: Unit1 • Gaininginsightintoentrepreneurshipinnovationandleadership skills creativity and idea generation role of motivationsocial entrepreneurship. • BusinessopportunitiesidentitythemstartingnewventureRole of Business plan market assessment marketing mix.Distributioncastingpricingsalespromotionfinancialviabilityris ksandsensitivity analysis • BusinessLawsDetailsofvariouslawschatcomeintoplaytoformas tartupcompanylegalrequirementincentives/subsidies exportpossibilityinspireofprotect		

	Chatterji 5) Corporategovernance&OrganizationalP erformance–Dr.Shanti Suresh 6) Corporategovernanceprinciples,policies&Pr acticesbyMr.BobTricker 7) CorporateGovernancebyMr.SatheeshKumar.		
3.26	AgroProcessingIndustry: Unit1 CasestudyinAgroprocessingIndustry	60	20
3.27	ProjectReports:Evaluation	120	40

UNIVERSITY OF MUMBAI'S
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT
Ordinances, Regulations and Syllabus Relating to

R. _____ Standard of Passing:-

- 1) The minimum percentage required for passing will be 50% in each paper (Internal & External).

R. _____ PASSING STANDARD AND PERFORMANCE GRADING:

The PERFORMANCE GRADING of the learners shall be on the ten points scale be adopted uniformly for all courses.

MARKS	GRADE POINTS	GRADE
75 TO 100	7.5 TO 10.0	O
65 TO 74	6.5 TO 7.49	A
60 TO 64	6.0 TO 6.49	B
55 TO 59	5.5 TO 5.99	C
50 TO 54	5.0 TO 5.49	D
0 TO 49	0.0 TO 4.99	F (FAILS)

The performance gradings shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner: $SGPA = \frac{\sum CG}{\sum C}$ for a semester, where C is Credit Point and G is Grade Point for the Course / Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner: $CGPA = \frac{\sum CG}{\sum C}$ for all semesters taken together.

R. _____ PASSING STANDARD FOR ALL COURSES :

Passing 50% in each subject / Courses separate Progressive Evaluation (PE) / Internal Evaluation and Semester-End / Final Evaluation (FE) examination.

R. _____

- A. Carry forward of marks in case of learner who fails in the Internal Assessments and/or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- B. A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- C. A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However his/her marks of Semester-End Examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

R. _____ **ALLOWED TO KEEP TERMS (ATKT)**

- A. A learner shall be allowed to keep term for Semester II irrespective of number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.

OR

- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

OR

- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III.
- F. A learner shall be allowed to keep term for Semester V wherever applicable if he/she passes each of Semester I, Semester II, Semester III and Semester IV.

OR

- G. A learner shall be allowed to keep term for Semester V wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, Semester III, and Semester IV.
- H. The result of Semester VI wherever applicable OR final semester shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV, Semester V wherever applicable.

OR

- I. A learner shall be allowed to keep term for Semester VI wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, Semester III, Semester IV and Semester V.

FeesStructureGe

neralCategory

M.COM (AgriBusiness Management)	I	31600	100000
	II	27500	
	III	20620	
	IV	20280	
	TOTAL	100000	

SC/STCategory

M.COM (AgriBusiness Management)	I	7000	17220
	II		
	III	10220	
	IV		
	TOTAL	17220	

Note:

SemesterI-

Theabovementionedfeeswillbesamefortheallcategorystudents,theywillhavetopayadditionalfeesotherthantheabovementionedfeesi.e.cautionmoney,ID,E-Suvidhaandenrollmentchargesetc.

- All reserved category students should fill the online GOI scholarship form yearly. Renewal is must for each year and the renewal form must be submitted in office.

Semester II and III – Students should pay the fees for each semester in the 1st week of commencement of the semester.

ATKT – Students who have failed in regular exam and who wish to appear for Supplementary exam will have to pay Rs.200/- per paper for external and Internal.

Congratulations and welcome for joining the family of Garware Institute.

For enjoying this period in the Campus, one must follow some simpler rules:

- Bonafide students of the Institute should abide by the rules and regulations introduced by the Director and Institute's authority.
- The decision of the Director in all matters pertaining to the Institute will be final and binding on the students.

1) Identity Card:

- Wear valid I-Card as long as you are in the campus on all days. Produce it for inspection on demand by Staff of Institute.

2) Mobile phones, portable music players, music systems or similar gadgets:

- Students are wanted not to use the above mentioned systems or gadgets in the lecture hall, laboratory, classrooms, examination hall, reading room and library or Institute premises.
- The Institute encourages the students not to bring any of the above to the premises. The Institute authorities do not take responsibility of loss of any of the above gadget brought by the student and no complaints in this regard would be entertained by the Institute Staff.
- Mobile phones when on the campus must either be switched off or be kept in silent mode.
- Students having mobiles with them during the examination will be considered to be having used unfair means, expelled from examination and their mobile phone will be confiscated and will not be returned to the student.

3) Absolutely prohibited:

- Smoking, chewing tobacco or eating pan
- Bringing outsiders in the Premises and campus.
- Requesting the Institute staff to pay fees etc. on their behalf excepting payment at the cash counter.

4) Dress Code:

- The students are required to dress decently when they come to the Institute.
- Students whose dress does not agree to the code prescribed by the Institute would not be allowed to participate in activities of the Institute and would be denied entry to the Institute Campus.

5) Loitering in the premises not permitted.

6) Conduct of the student in the classes or on the premises:

All students are responsible to the Director and members of the staff for their conduct in the public.

- Insubordination, abusive language or misbehavior, misconduct can lead to the dismissal of a student.
- Determination of any kind in the Institute is strictly prohibited.
- Students will cause no disturbance to the fellow students or to other classes and teachers.
- No student shall communicate any information as regards the administrative matters about the Institute to the press or media.
- No society or association will be formed in the Institute and no person, especially outsiders will be invited to the Institute without prior, express and explicit permission of the Director.

7) Valuable and Money transactions:

- I. No student shall collect any money as contribution for picnics, trips, educational visits, get-together, study notes, charity or any other activity without prior written sanction of the Director.
- II. Money should not be paid by the student unless an official receipt is issued for any matter.
- III. Students should not give money to any Institute Staff to be paid as a fee/fine, etc. other than at the office counter/laboratory staff for laboratory matters.

8) Care of the property of the Institute:

- Take proper care of the property of the Institute and help in keeping the Institute premises clean.
- Use dustbins.
- Causing damage to the property of the Institute will be liable for disciplinary action.
- Students are requested to switch off the lights, fans, etc. before leaving the room if they are the last to leave the room.

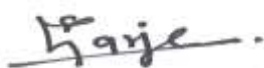
9) Care of student's own property by the students: Students should not leave their money, valuables etc. in the classroom, laboratory, ladies common room, etc. whenever they move out or away from the room.

10) Students requiring Director's signature on any document should contact the appropriate counter of the office.

11) If, for any reason the continuance of any student is in opinion of the Director, detrimental to the best interest of the Institute, the student may be expelled from the Institute by the Director without giving any reason for the same. The decision of the Director in the matter is final.

Ordinance 6374 relating to the M.Com. (Agri Business Management)

- i) **Necessity of starting these courses:** -The M.Com. (Agri Business Management) program is design to offer education to graduate students from rural area in practical business practices based on subjects information technology, Rural economics, marketing research, projects and their appraisal for credit inland and overseas marketing export and entrepreneurship. The University of Mumbai's Garware Institute of Career Education & Development plans to introduce two years Full time M.Com (Agri Business Management) . This sector needs simple yet Novel ideas to stir the young in gainful employment.
- ii) **Whether UGC has recommended to start the said courses:** - UGC encourages the incorporation of skill oriented and value added courses to develop skilled manpower.
- i) **Whether all the courses have commenced from the academic year 2021-22:** - Yes, it would be commencing from the Academic year 2021-22.
- iii) **The Courses started by the University are self-financed, whether adequate number of eligible permanent Faculties are available?** - Yes, this course is self-financed. The expert visiting faculty come to teach of this course.
- iv) **To give details regarding duration of the course and is it possible to compress the course? :-** The duration of the course in Two years (Four Semester). It cannot be further compressed.
- ii) **The intake capacity of each course and no. of admissions given in the current academic year (2021-22):** -The intake capacity of this course 60 students each batch and admitted 05 students.
- v) **Opportunities of Employability / Employment available after undertaking these courses:** -The students can work as Food grains production and preservation, marketing of Agri produce, Soil conservation and fertility, Macro and Micro nutrients, Chemical and Organic fertilizers, Dairy poultry.



I/c. DIRECTOR