



**BAGALKOT UNIVERSITY
JAMKHANDI**

**PROGRAM /COURSE STRUCTURE AND SYLLABUS
For**

**BACHELOR OF ARTS with Agricultural Marketing
I and II Semester**

w.e.f.

Academic Year 2024-25 and onwards

PROGRAM STRUCTURE

Syllabus and Credits Structure under Choice Based Credit System [CBCS] General Degree for the Three Years B.A. with **Agricultural Marketing** Undergraduate Programme with effect from 2024-25

First Semester BA Agricultural Marketing Scheme

SEMESTER-I											
Category	Course code	Title of the Paper	Marks			Teaching hours/ week			Credits	Duration of Exam (Hrs)	Teaching Department
			IA	SEE	Total	L	T	P			
L1	-----	Language 1	20	80	100	4	-	-	3	3	-----
L2	-----	Language 2	20	80	100	4	-	-	3	3	-----
Major	2B1AGRM01T	MICRO ECONOMIC	20	80	100	3	-	-	3	3	Agriculturing Marketing
	2B1AGRM01L	Practical	10	40	50	-	-	4	2	3	Agriculturing Marketing
Major	-----	Major Subject 2	20	80	100	5	-	-	5	3	---
Major	-----	Major Subject 3	20	80	100	5	-	-	5	3	---
	2S1XXXC01T	Constitutional Values/	10	40	50	2	-	-	2	2	Constitutional Values:
	2S1XXXC02T	Environment studies									Political Science
											Environmental Studies:
											Chemistry/ /Geography/ Botany
Total Marks					600	Semester Credits			23		

Second Semester BA Agricultural Marketing Scheme

SEMESTER-II												
Category	Course code	Title of the Paper	Marks			Teaching hours/ week			Credits	Duration of exams (Hrs)	Teaching Department	
			IA	SE E	Total	L	T	P				
L3	-----	Language 3	20	80	100	4	-	-	3	3	-----	
L4	-----	Language 4	20	80	100	4	-	-	3	3	-----	
Major	2B2AGRM02T	Macro Economics	20	80	100	3	-	-	3	3	Agriculturing Marketing	
	2B2AGRM02L	Practical	10	40	50			4	2	3	Agriculturing Marketing	
Major	-----	Major Subject 2	20	80	100	5	-	-	5	3	-----	
Major	-----	Major Subject 3	20	80	100	5	-	-	5	3	-----	
	2S1XXXC01T	Constitutional Values	10	40	50	2	-	-	2	2	Constitutional Values:	
	2S1XXXC02T	Environment Studies									Political Science	
											Environmental Studies: Chemistry/Geography/ Botany	
Total Marks					600	Semester Credits			23			

Year	I	Course Code: 2B1AGRM01T	Credits	03
Sem.	1		Course Title: MICRO ECONOMIC	Hours
Internal Assessment Marks: 20		Semester End Exam Marks : 80		Duration of Exam: 03hrs.
<p>Objectives of the Study of Course</p> <ol style="list-style-type: none"> 1. To provide knowledge regarding the Branches of the study of Economics. 2. To familiarize the students with economic behavior of consumers and producers 3. To educate the students about cost of Production and Revenue Analysis. 4. To inculcate knowledge regarding market Structure and determination of price and output in various markets. <p>To enable the students to understand about theories of factor pricing viz Rent, wages, Interest and profits.</p>				
Unit No.	Course content			Hours
Unit I	<p>Introduction to Micro-Economics:-</p> <p>1) Meaning, scope, importance and limitations of Micro-Economics - Types of Micro –Economics. Basic problems of the Economy-Need of the Study of Economics, Economist as a Policy Advisor.</p>			10 Hours
Unit II	<p>A) Utility Analysis: Meaning of Utility-Total Utility-Marginal Utility-Law of Diminishing Marginal Utility-Concept of Consumer Surplus.</p> <p>B) Indifference Curve Analysis:- Meaning and properties of Indifference curve-Theory of Indifference curve. Price, Income and Substitution Effects</p> <p>C) Concept of Demand: Meaning-Determinants, Law of Demand-Exceptions to the Law of Demand-Demand Forecasting- Least square Method of Time series Analysis. Elasticity of Demand-Meaning and Types of Elasticity of Demand</p> <p>D) The concept of Supply:- Meaning-Determinants-Law of supply-Elasticity of supply- Meaning and Types of Elasticity of Supply</p>			10 Hours
Unit III	<p>Production, Cost and Revenue:-</p> <p>1) Production Function-Law of Variable Proportions-Production possibility curves. Meaning and concepts of costs-short-run costs and Long-run costs-calculation of FC, VC, AFC, AVC, AC and MC on the basis of units of output and Total Cost-Factors- Break-Even point-Meaning and Calculations of BEP.</p>			10 Hours

Unit IV	<p>Market Structure and Product Pricing: - Concepts of Total, Average and Marginal Revenue.</p> <p>Perfect Competition:- Meaning and Features of Perfect Competition, Equilibrium of the firm and industry</p> <p>Monopoly:- Meaning and Features of Monopoly, Equilibrium of the firm. Price Discrimination</p> <p>Monopolistic Competition: Meaning and Features of Monopolistic Competition, short-run and Long-run equilibrium of the firm.</p> <p>Oligopoly- Meaning-Features-Types of oligopoly</p> <p>Theories of Factor Pricing & Distribution:- Marginal productivity Theory of Distribution. Ricardian Theory of Rent – Modern Theory of Rent. Loanable fund theory of Interest.</p> <p>1) Concept of Quasi-rent-Dynamic Theory of Profit. Risk and Uncertainty Theory of Profit. Schumpeter's Innovation Theory of Profit-calculation of Accounting Profit and Economic profit</p>	10 Hours
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Recommended Learning Resources
<p>References:</p> <ol style="list-style-type: none"> 1. Ahuja, H.L. (2017): Modern Micro Economics, S. Chand & Company Ltd New Delhi 2. Dwivedi, D. N. (2016): Micro Economics Theory and Applications, 3rd Edition, Vikas Publishing. 3. Jhingan, M. L. (2017): Micro Economic Theory, Vrinda Publication, Pvt, Delhi. 4. Koutsoyiannis A. (2003): Modern Micro Economics, 2nd Edition, Macmillan London 5. Pindyck, R. S. and D.L. Rubinfeld (2000): Microeconomics, 3rd Edition, Prentice Hall, India. <p>Somashekhar Ne. Thi., ಸೂಕ್ತ ಅರ್ಥಶಾಸ್ತ್ರ Sidhlingeshwara Prakashana, Kalburgi.</p>

Syllabus for Practical: I Semester

Year	I	Course Code: 2B1AGRM01L		Credits	02
Sem.	1	Course Title: MICRO ECONOMIC - Practical		Hours	50
Internal Assessment Marks: 10		Semester End Exam Marks : 40		Duration of Exam: 03hrs.	
<p>Objective of the Course</p> <ol style="list-style-type: none"> 1. To acquire the knowledge about real agricultural market phenomenon. 2. To understand the consumer behaviour and cost and revenue analysis 3. To give information about market structure, and pricing policy 					
Unit No.	Course content			Hours	
Unit I	Construction of Demand Curve: Visit nearby market and do survey on demand and supply analysis. Plot curves and write inference report.			20	
Unit II	Visit to Local Markets and do survey on consumer behaviour			20	
Unit III	Study about various production costs and revenue			10	

Second Semester

Year	I	Course Code: 2B2AGRM02T	Credits	03
Sem.	II	Course Title: MACRO ECONOMIC	Hours	40
Internal Assessment Marks: 20		Semester End Exam Marks : 80	Duration of Exam: 03hrs.	
<p>Objective of the Course</p> <ol style="list-style-type: none"> 1. To acquaint the students with the behavior of macro-economic variables. 2. To provide knowledge of national income accounts. 3. To give information about Income and Employment Theories given by Classical and Modern Economists <p>To bring awareness about the impact of inflation, deflation and trade cycles.</p>				
Unit No.	Course content			Hours
Unit I	<p>Introduction to Macro-Economics:-</p> <p>2) Meaning, scope, importance and limitations of Macro-Economics. National Income Accounting. Concepts of National Income - GDP, NDP, GNP NNP, National Income at factor cost, PI, DPI and PCI. Methods of computing National Income. Difficulties in computing national income.</p>			10 Hours
Unit II	<p>Classical Theory of Employment: - Say's Law of Market-circular flow of income. Classical Theory of Employment - Wage Rigidity - A.C.Pigou's Reformulation.</p>			10 Hours
Unit III	<p>Keynesian Economics:- Psychological Law of consumption Keynesian Theory of Employment-concept of Effective Demand and its determinants. Consumption Function:- Average propensity to consume(APC) and Marginal propensity to consume (MPC)-Factors determining MPC. Saving Function:- Average and Marginal Propensity to save(APS & MPS). Determinants of savings.</p> <p>2) Investment Function: - Marginal Efficiency of capital (MEC) Factors Influencing MEC.</p>			10 Hours
Unit IV	<p>Theory of Multiplier and Accelerator:- Multiplier: - Meaning, working and Limitations of Multiplier. Accelerator:- Meaning, working and Limitations of Accelerator. Business Cycles and Inflation: - Meaning of Business cycles (Trade cycles), Features of Business cycles - Phases of Business cycles-control of Business cycles Hawtry's Purely Monetary Theory of Trade Cycle. Keyne's Liquidity Preference Theory of Trade Cycle</p>			10 Hours

	Inflation: - Meaning, causes and types of inflation-Inflationary gap-Effects of Inflation-Measures to control Inflation	
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Recommended Learning Resources	
References:-	
<ol style="list-style-type: none">1. H. L. Ahuja (2013): Macro Economics. Theory & policy, 19th Edition. S. Chand & Company Ltd New Delhi2. P.N.chopra (2016) : Macro Economics. Kalyani publishers, New Delhi3. M.L. Jingan (2017) : Macro Economic Theory. Vrinda publications (P) Ltd, New Delhi4. Shapiro Edward (1996) : Macro Economic Analysis Galgotia publications, New Delhi.5. K.C. Rana and K.N.Verma (2014) : Macro Economic 10th Reprint. Vishal publishing company. Delhi.6. ಡಾ. ಹೆಚ್. ಆರ್. ಕೃಷ್ಣಯ್ಯಗೌಡ(2020): ಸಮಗ್ರ ಅರ್ಥಶಾಸ್ತ್ರ ಸಪ್ತಾ ಬುಕ್ ಹೌಸ್ ಬೆಂಗಳೂರು. ನೇ. ತೀ ಸೋಮಶೇಖರ: ಸಮಗ್ರ ಅರ್ಥಶಾಸ್ತ್ರ. ಸಿದ್ಧಲಿಂಗೇಶ್ವರ ಪ್ರಕಾಸನ, ಕಲಬುರ್ಗಿ	

Syllabus for Practical: II Semester

Year	I	Course Code: 2B2AGRM02L		Credits	02
Sem.	II	Course Title: MACRO ECONOMIC - Practical		Hours	50
Internal Assessment Marks: 10		Semester End Exam Marks : 40		Duration of Exam: 03hrs.	
<p>Objectives: The objective of this practical study is to acquire the knowledge about the behaviour of macro economics and its variables and provide practical knowledge regarding the business cycles, inflation etc.,</p>					
Unit No.	Course content				Hours
Unit I	<p>Unit-1: Visit any industry and make observation regarding production process and labor issues.</p>				20
Unit II	<p>Unit.2: Understand the theory of employment and survey on employment of your surrounding area.</p>				20
Unit III	<p>Unit-3: Collect data regarding MPC and MPS and calculate multipliers and accelerators</p>				10