



ಬಾಗಲಕೋಟೆ ವಿಶ್ವವಿದ್ಯಾಲಯ

(ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ವಿಶ್ವವಿದ್ಯಾಲಯ)

Bagalkot University

(A State Public University of Govt. of Karnataka)

PROGRAM /COURSE STRUCTURE AND SYLLABUS

As per the Choice Based Credit System
(CBCS) designed in accordance with
Learning Outcomes-Based Curriculum
Framework (LOCF) of National Education
Policy (NEP) 2020

For

B.A. (Hon.) Agricultural Marketing IV Semester

As Per NEP – 2020 and Adapted from RCU
Belagavi Applicable from the Academic
Year 2024-25

PREAMBLE

Education empowers Mankind. A holistic education paradigm will effectively focus on developing knowledge, employable skill sets, appropriate attitudes and an overall personality. NEP is focused towards imparting such an education system.

India's first education policy of the 21st century is 'National Education Policy 2020' proposes the revision and revamping of all aspects of the education structure, including its regulation and governance. It seeks to create a new system that is aligned with the developmental aspirations & goals of 21st century education, including SDG4, while building upon India's traditions and value systems.

NEP aims for India to have an education system by 2040 that is second to none, with equitable access to the highest-quality education for all learners regardless of social or economic background and seeks to ***“ensure inclusive and equitable quality education and promote lifelong learning opportunities for all” by 2030.***

Vision of the National Education Policy 2020

- ✓ An education system that contributes to an equitable and vibrant knowledge society, by providing high-quality education to all.
- ✓ Develops a deep sense of respect towards the fundamental rights, duties and Constitutional values, bonding with one's country, and a conscious awareness of one's role and responsibilities in a changing world.
- ✓ Instils skills, values, and dispositions that support responsible commitment to human rights, sustainable development and living, and global well-being, thereby reflecting a truly global citizen.

As India is enjoying the demographic dividend, which will last till 2055 and to reap the benefits, a good education policy was the need of the hour. Hence there is lot of

hopes on the NEP, which has come as cure the edu-ailments and to plug the shortcomings of the education system which marred for 36 years and strengthen our education system. Expectations on NEP is high. As every good policy success lies in the implementation and active participation of its stake holders, so is the NEP. The success or failure of NEP lies in all our hands. Hence Let all of us join our hands in making the NEP successful.

As enshrined in the National Education Policy-2020 vision of introducing course curriculum for undergraduate studies under Choice Based Credit System (CBCS), the main objective of framing this curriculum of BA/B.Sc. (Basic/Hons) in Economics is to impart the students a holistic understanding of the subject giving substantial weightage to the core contents, skill, value-based and ability enhancement. The syllabus has given due importance on the main streams of the body of knowledge on Economics” with due recognition of its wide spectrum. The ultimate goal of the syllabus is to enable the students to have an in-depth knowledge on the subject and enhance their scope of employment at every level of exit. Adequate emphasis has been given on the new and emerging techniques and understanding of the subject under the changing regime and global context.

There is a need to strengthen the students to understand essential aspects of economics in diverse subject areas not only in social sciences, but also among other natural and physical sciences. The curriculum lays focus on creating new knowledge, acquiring new skills and capabilities in Economics producing an intelligent human resource serving the Economy and society

Program Outcomes:

By the end of the program the students will be able to:

1. Get an understanding of basic economic theory and agricultural marketing
2. Learn the techniques necessary for a proper understanding of the discipline
3. Get an introduction to real world economic issues and problems facing the country and the world
4. Gain an understanding of proper policy responses to agricultural problems
5. Get trained to collect primary data and learn sampling techniques
6. Learn to use scientific empirical methods to arrive at conclusions about the validity of agricultural marketing strategies

CONTINUOUS INTERNAL EVALUATION AND SEMESTER END

EXAMINATION

Total marks for each course shall be based on continuous assessments and term end examinations. As per the decision of the Karnataka State Higher Education Council, it is necessary to have uniform pattern of 40: 60 for CIA and Semester End examinations respectively, among all the Universities, their affiliated and autonomous colleges.

The committee deliberated on the same and suggested the following pattern for the CIE Marks.

Sl.No.	Parameters for the Evaluation	Marks
Continuous Internal Evaluation (CIE)		
A	Continuous & Comprehensive Evaluation (CCE)	20 Marks
B	Internal Assessment Tests (IAT)	20 Marks
	Total of CIE (A+B)	40 Marks
C	Semester End Examination (SEE)	60 Marks
	Total of CIE and SEE (A + B + C)	100 Marks

Evaluation process of IA marks may be as follows:

- The first component (C1), of assessment is for 20 marks. This shall be based on test, assignment, seminar, case study, field work, project work etc. This assessment and score process should be completed after completing 50% of syllabus of the course/s and within the first half of the semester.
- The second component (C2), of assessment is for 20 marks. This shall be based on test, assignment, seminar, case study, field work, internship / industrial practicum / project work etc. This assessment and score process should be based on completion of the remaining 50 percent of syllabus of the courses of the semester.
- During the 17th – 20th week of the semester, a semester end examination of 3 hours duration shall be conducted by the University for each course. This forms the third and final component of assessment (C3) and the maximum marks for the final component will be 60%.

- In case of a student who has failed to attend the C1 or C2 on a scheduled date, it shall be deemed that the student has dropped the test. However, in case of a student who could not take the test on scheduled date due to genuine reasons, such a candidate may appeal to the concerned teacher/ Program Coordinator / HOD and suitable decision taken accordingly.
- For assignments, tests, case study analysis etc., of C1 and C2, the students should bring their own answer scripts (of A4 size), graph sheets etc., required for such tests / assignments and these be stamped by the concerned department using their department seal at the time of conducting tests / assignment / work etc.

The outline for continuous assessment activities for Component-I (C1) and Component-II (C2) of a course shall be as under:

Outline for continuous assessment activities for C1 and C2

Activities	C1	C2	Total Marks
Session Test	10 marks	10 marks	20
Seminars etc.	10 marks		10
Case study / Assignment / Field work / Project work/ Academic Economics Quiz/Review of the Book/ etc		10 marks	10
Total	20 marks	20 marks	40

IIC Model Program Structure for the Undergraduate in Universities and Colleges in Karnataka

B.A. (Basic / Hons) Agricultural Marketing

(For one subject With practical's and the other without practical's)

Sem.	DSC	DSE/OE	Ability Enhancement		Skill Enhancement Course (SEC)			Total Credits
			Compulsory Courses (AECC), Languages (L+T+P)		Skill-based (L+T+P)	Value-based (L+T+P)		
I	DSC-A1 Basic Economics-I (4+2)	OE-1.1 Kautilya's Arthashastra (3) OE-1.2 Pre- reforms Indian Economy (3) OE-1.3 Development studies (3)	L1-1 (3), L2-1 (3) (4 hrs each)		SEC-1: Digital Fluency (2) (1+0+2)	Physical Education for Fitness (1) (0+0+2)	Health and Wellness (1) (0+0+2)	25
II	DSC-A2 Basic Economics-II (4+2)	OE-2.1 Contemporary Indian Economy (3) OE-2.2 Sustainable Developmental Goals (3) OE-2.3 Economics of Business Environment (3)	L2-1 (3), L2-1 (3) (4 hrs each)	Environmental Studies (2)		Physical Education - Yoga (1)(0+0+2)	NCC/NSS/R&R (S&G)/Cultural (1) (0+0+2)	25
Exit option with Certificate (48 Credits)								
III	DSC-A 3 Fundamentals of Agricultural Economics(4+2)	OE-3.1 Agricultural Marketing and Economic Development(3) OE- 3.2 Agricultural Input and Mechanisation (3) OE-3.3 Rural Development in India (3)	L1-3 (3), L2-3 (3) (4 hrs each)		SEC-2: Artificial Intelligence (2) (1+0+2)	Physical Education – Sports (1)(0+0+2)	NCC/NSS/R&R(S&G)/Cultural (1)(0+0+2)	25
IV	DSC-A4 Introduction to Agricultural Marketing(4+2)	NA	L1-4 (3), L2-4 (3) (4 hrs each)	Constitution of India (2)	-----	Physical Education – Games (1)(0+0+2)	NCC/NSS/R&R (S&G)/Cultural (1) (0+0+2)	22
Exit option with Diploma (96 Credits)								
Choose any one Discipline as Major, the other as the Minor								
V	DSC-A5 Recent Advances in Agricultural Marketing(3+2) DSC-A6 Indian Economy	DSE-A1. i. WTO & Agriculture (3) DSE-A1. ii. Agro-based Industries (3) Vocational -1 Dairy Management(3)			SEC-3: Cyber Security (2) (1+0+2)	Ethics & Self Awareness (2) (1+0+2)		22

	(3+2)						
VI	DSC-A7 Value Chain in Agricultural Marketing (3+2) DSC-A8 Role of Government in Agricultural Marketing (3+2)	DSE-A2. i Intellectual Property Rights (3) DSE-A2 ii Contract Farming (3) Vocational-2 Grading Technology (3)			SEC-4: Professional / Societal Communication (2)		22
Exit option with Bachelor of Arts, B.A. / Bachelor of Science, B.Sc Basic Degree (136 Credits)							
Award of Bachelor of Arts Honours, B.A. (Hons.)/ Bachelor of Science Honours, B.Sc. Basic (Hons.) Degree in a Discipline (185 Credits)							
*In Lieu of the research project, two additional elective papers/Internship may offered							

ASSESSMENT METHODS

Type of Course	Formative Assessment / IA	Summative Assessment
Theory	40	60
Practical	15	35
Projects	30	70
Experiential Learning (Internships/Social Work Practicum etc.)	-	-

Semester IV

AGRICULTURAL MARKETING (B. A. (Hons))

Course code : 126BAB04AGRDC07T

DSC-A4: Introduction to Agricultural Marketing (4+2)

Course Outcomes:

By the end of the course the student will be able to:

1. Understand the basic concepts and terms of agricultural marketing.
2. Trace the evolution of agricultural marketing system.
3. Identify the facets of an marketing problem.
4. Acquaint the students with various marketing institutions and channels of agricultural marketing.

Unit-I : Agricultural Marketing

Meaning, definition, scope and subject matter of agricultural marketing. New role of Agricultural Marketing.

Unit-II: Market and Market Structure

Meaning and definition of market, Components of a market, Classification of markets.

Unit-III: Agricultural Marketing in India

Characteristics of agricultural commodities. Defects of agricultural marketing in India and its remedial measures.

Unit-IV: Marketing Institutions

Agricultural Produce Market Committee: Meaning, objectives, history of market regulation. Features of regulated market, advantages of regulated market, defects in regulated market and suggestion for improvements.

Unit-V: Marketing Channels

Meaning and Definition of marketing channel. Length of marketing channel. Study of marketing channels for different agricultural committees.

Practical Syllabus: Course Code : 126BAB04AGRDC08L

- 1) Review of concepts of agricultural marketing.
- 2) Visit to regulated markets.
- 3) Visit to Taluka Agricultural Produce Co-operative Marketing Society.
- 4) Visit to Karnataka Milk Federation.
- 5) Identification of marketing channels for agricultural commodities.

References:

- 1) Agricultural Marketing in India by S.S. Acharya & N.L. Agarwal.
- 2) Principles and Practices of Marketing by C.B. Memoria and R.L. Joshi.
- 3) Agricultural Marketing by H.R. Krishnagouda.
- 4) Marketing of Agricultural Produce in India by A.P. Gupta.
- 5) Modern Marketing by K.D. Basava.

Journals and Magzines

- 1) Indian Journal of Marketing
- 2) Indian Journal of Agricultural Marketing
- 3) Yojana
- 4) Krishipete
- 5) Kurukshetra

CBCS Question Paper Pattern for UG Semester
DSC, DSEC & OEC

Paper Code:		Paper Title:	
Duration of Exam	2 Hours	Max Marks	60 Marks
Instruction:	Answer all the sections		

Section-A

1. Answer Ten the following sub-questions, each sub-question carries ONE mark	(10X1=10)
<p>A.</p> <p>B.</p> <p>C.</p> <p>D.</p> <p>.</p> <p>.</p> <p>L</p> <p><i>Note for Section-A: Three sub-questions from each unit and remaining one sub-question (K & L) from unit I to III.</i></p>	

Section-B

Answer any FOUR of the following questions, each question carries FIVE marks	(4X5=20)
<p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p> <p>6.</p> <p>7.</p> <p><i>Note for Section-B: Minimum Two question from each unit (Q No 2 to 6)</i></p>	

Section-C

Answer any THREE of the following questions, each question carries TEN marks	(3X10=30)
<p>8.</p> <p>9.</p> <p>10.</p> <p>11.</p> <p>12.</p> <p><i>Note for Section-C: Minimum Two question from each unit (Q No 8 to 12) Sub-questions such as 'a' and 'b' may be given for a question in section-C only.</i></p>	