ಬಾಗಲಕೋಟ ವಿಶ್ವವಿದ್ಯಾಲಯ

(ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ರಾಜ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯ)

Bagalkot University

(A State Public University of Govt.of Karnataka)

**The Course Structure & Syllabus of
Under Graduate Bachelor of Arts**

IN

Agricultural Marketing

Third and Fourth Semester

With Effect from Academic Year
2025-26 and Onwards

Submitted by
Chairman,
Board of Studies (UG), Bachelor of Arts, (BA)
Bagalkot University, Jamakhandi.

SEP Based Syllabus Course Structure for B.A. (UG) in Agricultural Marketing (Major)

(W.e.f. 2024-25 Onwards)

Semester	Code/ Course	Paper No	Title of the Paper	Teaching Hours/ Week	Credits	Marks			Duration of Sem End Exam
						IA	Sem End Exam	Total	
III	DSC 3	3	**Introduction to Agricultural Marketing**	3	3	20	80	100	3
			Practical	4	2	10	40	50	3
	CEC 1	4	Statistics for Economics OR Financial Institutions and Markets	3	3	20	80	100	3
IV	DSC 4	5	Value Chain in Agricultural Marketing	3	3	20	80	100	3
			Practical	4	2	10	40	50	3
	CEC 2	6	Human Resource Management OR Mathematics for Economics	3	3	20	80	100	3
Total				20	16				

BA-III SEMESTER

Paper No. 3(DSE 3): Introduction to Agricultural Marketing

Course Learning Objectives

At the end of the course, students 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 factors of a marketing problem.
4. Acquaint the students with various marketing institutions and channels of agricultural marketing.

Paper Code:		Paper Title: **Introduction to Agricultural Marketing**	
Teaching Hours/ Week: 4	Formative Assessment Marks:20 Summative Assessment Marks:80 Total Marks = 100	Total Hours: 52	Credits: 3
Units	**Syllabus**		**Teaching Hours:**
I	**Agricultural Marketing:-** Meaning, definition, scope and subject matter of agricultural marketing. Function of agricultural marketing. New role of Agricultural Marketing.		12
II	A)Market and Market Structure:- Meaning and definition of market, Components of a market, Classification of markets. B) Agricultural Marketing in India:- Characteristics of agricultural commodities. Defects of agricultural marketing in India and its remedial measures.		14
III	**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.**.		14
IV	**Marketing Channels** **Meaning and Definition of marketing channel. Factors determining the marketing channels of agricultural commodities. Study of marketing channels for different agricultural committees**.		12

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.

PaperNo.4 (Core elective course-CEC1/1): Statistics for Economics

Course Learning Objectives

At the end of the course, students will be able to

1. Explain the fundamental concepts and importance of statistics in economic analysis.

2. Classify and organize economic data using tabulation and graphical representation techniques.

3. Compute measures of central tendency and dispersion to summarize economic data.

4. Analyze relationships between economic variables using correlation and regression techniques.

5. Evaluate economic trends through time series analysis for forecasting and decision-making.

Paper Code:		Paper Title: Statistics for Economics	
Teaching Hours/ Week: 3	Formative Assessment Marks:20 Summative Assessment Marks:80 Total Marks = 100	Total Hours: 40	Credits: 3
Units	**Syllabus**		**Teaching Hours:**
I	**Introduction to Statistics:** Statistics- Meaning, Scope, Importance and Limitations; Sources of Data-Primary and Secondary; Types of Data-Qualitative and Quantitative; Classification of Data- Nominal, Ordinal, Interval and Ratio; Frequency and Tabulation of Data.		10
II	**Measures of Central Tendency and Dispersion:** Measures of Central Tendency: Mean-Arithmetic, Harmonic and Geometric, Median and Mode; Measures of Dispersion: Range, Inter-quartile Range, Mean Deviation, Stand ard Deviation.		10
III	**Dispersion:** Meaning of Dispersion- Measures of Dispersion- Range- Quartile deviation- mean deviation - Standard deviation - Coefficient of Variation and Their Computation.		10
IV	**Time Series Analysis:** Definition of Time Series – Components of Time Series – Estimation and Forecasting of Trend		10

References:

1) Gupta,S.P.(2012):StatisticalMethods,S.ChandandSons,EducationalPublishers,New Delhi.
2) Gupta, S.C. and Kapoor, V. K. (2016): Fundamentals of Applied Statistics, 3rd Edition, Sultan Chand & Sons, New Delhi.
3) Monga,G.S.(2015):MathematicsandStatisticsforEconomics,SecondRevisedEdition, Vikas Publishing House, Pvt. Ltd. New Delhi.
4) Salvatore,D.(2015):MathematicsandStatistics,Schaum‟sSeries,TataMcGrawHill.

PaperNo.4 (Core elective course-CEC 1/2): Financial Institutions and Markets

Course Learning Objectives

At the end of the course, students will be able to

1. Understand the financial economics and key financial instruments.

2. Analyze financial markets, institutions, and their regulations.

3. Evaluate the role of insurance, investment banking, and mutual funds

Paper Code:		Paper Title: Financial Institutions and Markets	
Teaching Hours/ Week: 3	Formative Assessment Marks:20 Summative Assessment Marks:80 Total Marks = 100	Total Hours: 40	Credits: 3
Units	**Syllabus**		**Teaching Hours:**
I	**Financial Institutions:** Meaning, Structure, Objectives; Structure and Features of Indian Financial System; Role of Financial Institutions in Economic Development of with special reference to India		10
II	**Primary Markets:** Meaning, Objectives and Features; Instruments of Primary Markets-Debt, Equity Shares, and Preference Shares, Advantages and Disadvantages of Primary Market; Role of Primary Markets in Economic Development with special reference to India.		10
III	**Secondary Markets:** Meaning, Objectives, Features and Instruments; Role of Secondary Markets in Economic Development; Advantages and Disadvantages of Secondary Market; Distinction between Primary and Secondary Market.		10
IV	**Overview of the Financial System:** Financial System, Meaning and Definition, Structure of India Financial System, Components, Objectives, Issues in India Financial System. Role of Financial System in Economic Development of India.		10

References:

1) Bhole,L.M.andJ.Mahukud(2011):*FinancialInstitutionsandMarkets*,5thEditionTata McGraw-Hill, New Delhi.

2) BholeL.M(2000):„IndianFinancialSystem‟,ChughPublications,Allahabad.

3) EdminsterR.O(1986):„FinancialInstitutions:MarketsandDevelopment‟,Yale,London.

4) JohnsonJ.J(1993): FinancialInstitutionsand Markets,MaGrowHill,New York
5) Varshney,P.N.andD.K.Mittal(2004): *IndianFinancial System,* S.Chandand Sons.

PaperNo.5 (DSC4): Value Chain in Agricultural Marketing
Course Learning Objectives
At the end of the course, students will be able to
1. Understand the value and value chain.
2. Study of concepts of value chain.
3. Study the components of value chain.

Paper Code:		Paper Title: Value Chain in Agricultural Marketing		
Teaching Hours/ Week: 4	Formative Assessment Marks:20 Summative Assessment Marks:80 Total Marks = 100		Total Hours: 52	Credits: 3
Units	**Syllabus**			**Teaching Hours:**
I	**Processing and Value Addition:-** Meaning need and types of processing. Advantages of processing. Value addition and processing of agricultural commodities. Problems of processing and its measures.			12
II	**A) Grading, Standardization & Labeling:-** Meaning, types, Advantages of grading & labeling. AGMARK-producers'. Difficulties in grading- consumer's perception. Popularization of grading. Criteria for Grade standards, inspection & quality control. **B) Packaging:-** Meaning, types and advantages of packing & packaging. Packing material for different agricultural commodities. New innovations in packaging.			14
III	**Storage & Warehousing:-** Meaning, need and importance of storage. Risk in storage. Warehousing: meaning & functions of warehousing. Types of warehouses. Central Warehousing Corporation. State Warehousing Corporation. Utilization of warehousing capacity. Causes of the slow progress of warehousing in India and Suggestions of improvement			14
IV	**Transportation** Role of transportation in agricultural marketing. Advantages of transportation. Means of transportation. Functions of transportation. Transportation Cost, factors affecting the cost of transportation. Problems in transportation in agricultural commodities. Suggestions for improvement.			12

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.

BA-IV SEMESTER

PaperNo.6 (Core elective course-CEC 2 2/1): Human Resource Management

Course Learning Objectives

1: The course provides understanding of functions of HRM and HRD

2: The course provides understanding of Human Relations, Industrial Relations and Current Issues in HRD in Changing Economic Environment.

3: Students will get knowledge about human capital.

4: To understand about the role of human resources.

5: To know about human skills

Paper Code:			Paper Title: Human Resource Management	
Teaching Hours/ Week: 3	Formative Assessment Marks:20 Summative Assessment Marks:80 Total Marks = 100		Total Hours: 40	Credits: 3
Units	**Syllabus**			**Teaching Hours:**
I	**Introduction:** HRM-Meaning, Objectives, Scope and Its Importance; Functions of HRM; Planning, Recruitment and Selection, Training and Development,			10
II	**Human Resource Planning and Appraisal:** Human Resource Planning (HRP): Meaning, Need and Process of HRP, Responsibility for HRP, Performance Appraisal: Need and Significance- Setting Employees Performance, Objectives and Goals; Creating Organizational Conditions for Improving Employee Performance.			10
III	**Human Resource Development:** Concept and Evolution; Relationship between Human Resource Management and Human Resource Development; HRD Mechanisms, Processes and Outcomes; HRD Matrix; Roles and Competencies of HRD Professionals.			10
IV	**Human Security:** Human Security: Economic security - Food security - Health security - Environmental security - Personal security - Community security - Political security			10

References:

1) Aswathappa,K.(2000):HumanResourceandPersonalManagement,TataMcGrawHill, New Delhi.

2) DanielGoleman (2004):Emotional Intelligence, Bloomsbury Publishing India Private Limited, New Delhi.

3) Jim Mathewinan (2000): Human Resource Planning, Jaico Publish House, Bangalore.

4) Mamoria,C.B.and S.V.Gankar(2008):A Textbook of Human Resource Management, Himalaya Publishing House, Mumbai.

5) Wayne, F. Cascio (2000): Management Human Resources, McGraw Hill Higher Education, New York

6) Mankin D., Human Resource Development, Oxford University PressIndia.

7) Haldar, U.K., Human Resource Development, Oxford University PressIndia.

BA-IV SEMESTER

Paper No. 6 (Core elective course-CEC 2 2/2): Mathematics for Economics

Course Learning Objectives

At the end of the course, students will be able to

1. Explain the fundamental mathematical concepts and their role in economic theory.

2. Apply functions and equations to analyze market equilibrium and economic relationships.

3. Solve economic problems using matrices, determinants, and Cramer's rule.

Paper Code:		Paper Title: Mathematics for Economics	
Teaching Hours/ Week: 3	Formative Assessment Marks:20 Summative Assessment Marks:80 Total Marks = 100	Total Hours: 40	Credits: 3
Units	**Syllabus**		**Teaching Hours:**
I	**Preliminaries :** Introduction to Mathematical Economics: Nature and scope of mathematical economics- Role of mathematics in economic theory Number system and Set theory: Types of Numbers: Natural Number, Real number, integers, Irrational Number, Complex Number. Concepts of sets- meaning –types- union of sets– interaction of sets.		10
II	**Economic Functions :** Economic Functions: Demand Function, Supply function, Production function, Cost, Revenue and Profit function, Consumption function		10
III	**Applications of Economics Functions :** Graph of Economic Functions, Market equilibrium; Equilibrium price and Quantity, Impact of specific tax and subsidy on market equilibrium.		10
IV	**Matrices:** Definition and Types of Matrices- Matrix Operations: Addition, Subtraction and Multiplication, Transpose of a Matrix, Determinants of Matrix- Cramer's Rule		10

References:

1) Chiang, A. C. and Wainwright, K., "Fundamental Methods of Mathematical Economics", McGraw-

2) Hill/Irwin, 4th Edition, 2005.

3) Chiang, A. C. and Wainwright, K., "Fundamental Methods of Mathematical Economics", McGraw-

4) Hill/Irwin, 4th Edition, 2005.

5) Allen R.G.D., (2015) Mathematical Analysis for Economists, Macmillan

6) Bose D., (2003) An Introduction of Mathematical Economics, Himalaya Publishing House, Mumbai.

7) Dowling, E. T., "Introduction to Mathematical Economics", McGraw-Hill, 2001.

8) Hoy, M., Liverno is, J. McKenna, C, Rees, R. and Stengos, T., "Mathematics for Economics", MIT Press, 3rd Edition, 2011