



RANI CHANNAMMA UNIVERSITY, BELAGAVI
DEPARTMENT OF STUDIES IN ECONOMICS

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.in Agricultural Marketing (Honours)

V &VI Semester

w.e.f.

Academic Year 2023-24 and onwards

Program Structure for Four Year under Graduate Program and Master Program in **Agricultural Marketing (BA Basic / BA Hons.)**

UG Program with two core subjects in all the four years

Semester	Paper Code	Title of the Paper	Credits
I Semester	DSC-1A	Basic Economics-I	4
		Practical	2
	Choose any one of the following		
	OEC-1.1	Kautilya's Arthshastra	3
	OEC-1.2	Pre-reforms Indian Economy	3
	OEC-1.3	Development Studies	3
		Total Credits	9
II Semester	DSC-A2	Basic Economics-II	4
		Practical	2
	Choose any one of the following		
	OEC-2.1	Contemporary Indian Economy	3
	OEC-2.2	Sustainable Development Goals	3
	OEC-2.3	Economics of Business Environment	3
		Total Credits	9
III Semester	DSC-A3	Fundamentals of Agricultural Economics	4
		Practical	2
	Choose any one of the following		
	OEC-3.1	Agricultural Marketing and Economic Development	3
	OEC-3.2	Agricultural Input and Mechanization	3
	OEC-3.3	Rural Development in India	3
		Total Credits	9
IV Semester	DSC-A4	Introduction to Agricultural Marketing	4
		Practical	2
	Choose any one of the following		
	OEC-4.1	Farm Management	3
	OEC-4.2	Agricultural Finance	3
	OEC-4.3	E-Commerce and Agri-business	3
		Total Credits	9
V Semester	DSC-A5	Agricultural Marketing & Economic Development	4
		Practical	2
	DSC-A6	Value Chain in Agricultural Marketing	4
		Practical	2
		Total Credits	12
VI Semester	DSC-A5	Indian Economy	4
		Practical	2
	DSC-A6	Market Information & Future Trading	4
		Practical	2
		Total Credits	12

Pedagogy

Formative Assessment	
Assessment Occasion/type	Weightage in Marks
Internal Test	50%
Assignment	20%
Presentation/Project	30%
Total	100
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

Note: Strictly follow the Practicum

Pedagogy; Evaluation process IA MARKS

FORMATIVEASSESSMENT			
	C1	C2	Total
Assessment Occasion/type			
Internal Test	10	10	20
Assignment/seminar	5	-	05
Quiz/GD	5	-	05
Presentation/Project etc	-	10	10
Total	20	20	40
Semester End Exam Theory			60

5th Semester

Semester - V

DSC-A5: Agricultural Marketing and Economic Development

Program Name	BA in Agricultural Marketing	Semester	Fifth
Course Title	Agricultural Marketing and Economic Development		
Course Code:	DSC A5	No. of Credits	04
Contact hours	60 Hours	Duration of SFA/Exam	2 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Outcome(COs):By the end of the course the student will be able to:

1. Understand the Importance of agricultural marketing in Indian Economy.
2. Study of Government schemes in Agriculture sector.

MODULES	DESCRIPTION	60 Hours
Module I	Agricultural Marketing and Economic Development	15
	History and Growth of agricultural marketing. Differences in Marketing of Agricultural and Manufactured goods. Importance of agricultural marketing in Indian Economy. Important government schemes in Agriculture sector: E-NAM, National Mission for Sustainable Agriculture (NMSA), Pradhan Mantri Krishi Sinchai Yojana (PMKSY), Paramparagat Krishi Vikas Yojana (PKVY), Pradhan Mantri Fasal Bima Yojana (PMFBY), Gramin Bhandaran Yojana, Livestock Insurance Scheme.	
Module II	Producer's Surplus of Agricultural Commodities	15
	Meaning, Importance and Types of Producer's Surplus.Factors affecting Marketable Surplus. Estimation of Marketable Surplus.	
Module III	Marketing Costs of Agricultural Commodities	15
	Meaning of Marketing Cost and Margins. Factors affecting of the Marketing Costs. Reasons for higher Marketing Cost of Agricultural Commodities and measures to reduce Marketing Cost.	

Module IV	Agriculture and External Trade	15
	Share of Agricultural Products in total Imports and Exports of India. Suggestions for promoting Agricultural Exports from India. Impact of LPG on Agricultural Sector. WTO and India.	

Practical Syllabus 02 Credits

1. Estimation of marketable surplus.
2. Estimation of marketing cost of agricultural commodities.
3. Study of exports of food grains.
4. Study of exports of commercial crops.

References:
<ol style="list-style-type: none"> 1. Agricultural Marketing in India by S.S. Acharya & N.L. Agarwal. 2. Agricultural Problems in India by C.B. Memoria. 3. Fundamentals of Agricultural Economics by Sadhu and Singh. 4. Indian Economy by A.N. Agarwal. 5. International Economics by Jhingan M.L. <p>Journals and Magzines</p> <ol style="list-style-type: none"> 1. Indian Journal of Marketing 2. Indian Journal of Agricultural Marketing 3. Yojana 4. Krishipete 5. Kurukshetra

Semester - V

DSC-A6: Value Chain in Agricultural Marketing

Program Name	BA in Economics of Rural Development	Semester	Fifth
Course Title	Value Chain in Agricultural Marketing		
Course Code:	DSC A6	No. of Credits	04
Contact hours	60 Hours	Duration of SFA/Exam	2 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Outcome(COs):

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

1. Understanding value and value chain.
2. Study of concepts of value chain.
3. Study the components of value chain.

MODULES	DESCRIPTION	60 Hours
Module I	Value Chain in agriculture	15
	Meaning of Value and Value Chain. Concept of value chain. Components of value chain. Meaning, need and types of processing. Advantages of processing. Value addition and processing of agricultural commodities. Problems of processing and measures.	
Practicum	Assignment: Study on role of infrastructure	
Module II	Grading, Standardization & Labeling	15
	Meaning, types, Advantages of grading & labeling. AGMARK-producers'. Difficulties in grading- consumer's perception. Popularization of grading. Criteria for Grade standards, inspection & quality control.	
Module III	Storage & Warehousing	15
	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.	

Module IV	Transportation	15
	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.	

Practical Syllabus for 02 Credits

1. Visit to processing units.
2. Visit to rural godowns and cold storages.
3. Analytical classification of food grains.
4. Study of quality characteristics of fruits and vegetables.
5. Visit to logistics.

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 Magazines

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete

6th Semester

Semester - VI
DSC A7: Indian Economy

Program Name	BA in Economics of Rural Development	Semester	Sixth
Course Title	Indian Economy		
Course Code:	DSC A7	No. of Credits	04
Contact hours	60 Hours	Duration of SFA/Exam	2 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Outcome(COs):

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

1. Understand the structure and Characteristics of Indian Economy.
2. To study Importance of Agro based Industries in India.
3. Learn basic concepts of National Income.
4. Evaluate the State and Central Budget.

MODULES	DESCRIPTION	60 Hours
Module I	Characteristics of Indian Economy	15
	Characteristics of Indian Economy. Is India a developing Country? Factors affecting Economic Development. Structure of Indian Economy.	
Module II	Agriculture Labour:	15
	Definition and Characteristics of Agriculture Labour . Causes of the poor economic conditions of agriculture labour. Measures adopted by the Govt. of India to improve economic conditions of agriculture labour. Suggestions for improving the conditions of agriculture labour.	
Module III	National Income	15
	Meaning. Concepts of National Income. Methods of Estimating National Income. Problems of estimating National Income. Trends and Composition of National Income.	
Module IV	Public Finance:	15
	Revenue and Expenditure of Union Government. Public Debt. Analysis of Current Budget.	

Practical Syllabus for 02 Credits

1. A study of recent trends in Indian Economy.
2. A study of socio-economic conditions of agriculture labour.
3. Visit to Processing Units.
4. Estimation of National Income.
5. Budget analysis.

References:

1. Agricultural Problems in India by C.B.Memoria.
2. Indian Economy by A.N.Agarwal.
3. Indian Economy by Mishra and Puri.
4. Indian Economy by HRK.
5. Agricultural Economics by Dr.H.R.Krishnayagoud

Journals and Magzines

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

Semester - VI

DSC-A8: Market Information & Future Trading

Program Name	BA in Economics of Rural Development	Semester	Sixth
Course Title	Market Information & Future Trading		
Course Code:	DSC A8	No. of Credits	04
Contact hours	60 Hours	Duration of SFA/Exam	2 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Outcome(COs):

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

1. Understand the importance of market Information.
2. Study of Risk in agricultural Marketing.
3. Evaluate applications of IT in agricultural marketing.
4. Analyze the transactions in future trading.

MODULES	DESCRIPTION	60 Hours
Module I	Market Information	15
	Meaning and importance of market information in agricultural commodities. Types of market information. Essential characteristics of good marketing information. Sources of market information. Deficiencies of market information and suggestions for improvement in market information.	
Module II	Information Technology (IT)	15
	E-trading, e-choupals, websites and IT tools for marketing. Applications of IT in agricultural marketing.	
Module III	Produce Exchange	15
	Meaning and characteristics of produce exchange. Objectives and functions of produce exchange. Organization and management of produce exchange.	
Module IV	Future Trading	15
	Meaning and importance of future trading. Nature of commodities for future trading. Transaction in future trading.	

Practical Syllabus for 02 Credits

1. Study and use of medias for generation of market information.
2. Demonstration of E-trading.
3. Visit to insurance agency.
4. Study of NCDEX.

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
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3. Yojana
4. Krishipete



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Question Paper Pattern for UG Semester-DSC, DSEC

OEC

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

Section-A

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

Section-B

Answer any FOUR of the following questions, each question carries FIVE marks	(4X5=20)
2. 3. 4. 5. 6. 7.	
<i>Note for Section-B: Minimum Two question from each unit (Q No2 to6)</i>	

Section-C

Answer any THREE of the following questions, each question carries TEN marks	(3X10=30)
8. 9. 10. 11. 12.	
<i>Note for Section-C: Minimum Two question from each unit (QNo8to12)Sub-questions such as 'a' and 'b' may be given for a question in section-C only.</i>	