



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**MBA-AGRI-BUSINESS - IV SEMESTER (2022-2024)**

**MAM403 MANAGEMENT OF DAIRIES & COOPERATIVES**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MAM403	DSE	Management of Dairies & Cooperatives	60	20	20	-	-	3	-	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

To study the challenges and opportunities of dairy entrepreneurs in India and also to know the various principle of cooperation and cooperative movement for dairy Industry.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Students will be familiar with the challenges and opportunities of dairy business
2. Understanding the various principles of cooperation and cooperative movement for dairy Industry

**COURSE CONTENT**

**Unit I: Introduction**

1. Issues in establishment and management of dairy projects
2. Important dairy projects in India
3. Case studies on dairy projects

**Unit II: Co-Operation**

1. Definition and principle of cooperation – History and prospects.
2. Structure of Dairy Cooperatives: Village level cooperatives, Taluka/District/Milk unions and state level marketing federation and their organization set up.
3. Rights and duties of the chairmen, secretary and general body of the cooperative society.

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**Unit III: Nature of Cooperative Principles**

1. Nature of cooperative principles
2. Management principles and their applications to cooperative organizations
3. Structure and functions of various types of cooperatives

**Unit IV: Policies of Cooperatives**

1. Public accountability
2. Price, output and profit and policies of cooperatives
3. Special problem of cooperatives in agricultural and industrial sectors

**Unit V: Managerial Problems of Cooperatives**

1. Managerial problems of cooperatives
2. Consumer stores
3. Role of Government
4. Financing of cooperatives, staffing and training, efficiency criteria.
5. Management practices of successful cooperatives in India: selected case studies.

**Suggested Readings**

1. Kumar, U. (2014). *Principles of Dairy Management*. Venus Books: New Delhi.
2. Koli, P.A. (2010). *Managing Dairy Cooperatives in India*. Serials Publications. New Delhi.

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**MAM404 MICRO FINANCE AND ENTREPRENEURSHIP**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
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MAM404	DSE	Micro Finance and Entrepreneurship	60	20	20	-	-	3	-	3		

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

The objective is to prepare students to understand MFIs and to take on roles as policy analysts and technical advisers on Microfinance and Development in foundations, governments and multilateral development institutions.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Students will be able to analyzed the various reasons for the existence of MFIs, and the challenges MFI managers face.

**COURSE CONTENT**

**Unit I: Micro Finance Overview**

1. Evolution, role, scope and importance of micro credit and micro finance in India
2. Distinctive features, advantages, micro finance and socio-economic development
3. Micro finance environment in India and abroad, micro credit and micro finance models

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**Unit II: Financial Institutions**

1. Financial institutions for rural development, basic understanding of rural and development credit
2. Institutional structure of rural financing in India
3. Policy and schemes of NABARD, recent financing schemes of the government, RBI regulations for microfinance

**Unit III: Micro Finance at Small Group Level**

1. Micro finance at small group level concept, emergence, objectives, thrust areas, case studies of recent success stories
2. Management of small groups, SHG structure and practices
3. Cluster and federation from credit and trade perspectives, role of facilitating agencies

**Unit IV: Entrepreneurship Development**

1. Social image of an entrepreneur,
2. Myths around entrepreneurship development: can everybody be developed through entrepreneurship development programme,
3. Entrepreneurs are born and cannot be developed; Entrepreneurial contributions and Indian economy,
4. Social structure of India, social entrepreneur-who and why; social entrepreneurship in India growing number of social entrepreneurs in India
5. Typical sectors of investment of social enterprises

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**Unit V: Problem and Prospects of Entrepreneurship**

1. Problems and prospects in developing entrepreneurship
2. Role of government in the social entrepreneurship landscape- need of a national fund
3. Budget initiatives, some established social enterprises
4. NGO's role, establishing relationship with linkage agencies
5. Entrepreneurship development in rural and tribal areas

**Suggested Readings**

1. Teki, S. & Mishra (2012). Microfinance and Financial Inclusion. Academic Foundation: New Delhi.
2. Desai, D. (2009). *Dynamics of Entrepreneurship Development*. Himalaya Publishing House: New Delhi.
3. Gupta, C.B. & Shrinivasan, N.P. (2008). *Entrepreneurship Development in India*. Sultan Chand and sons: New Delhi.
4. Kumar, V. (2009). *Micro Finance*. University science press: New Delhi.

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**MAM405 AGRICULTURE FOOD RETAILING**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MAM405	DSE	Agriculture Food Retailing	60	20	20	-	-	3	-	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; **DSE-** Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

The objective of this course is to assist students in understanding the structure and working of food marketing system in India, and also to illustrate the response of this dynamic marketing system to technological, socio-cultural, political and economic forces over time.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. End of this course student will be able to understand the structure and working of food marketing system in India.
2. Able to examine how the system affects farmers, consumers and middlemen

**COURSE CONTENTS**

**Unit I: Introduction to Retailing Food Market**

1. Understanding Agricultural Markets
2. The Nature of Change in Retailing
3. Food consumption and expenditure pattern
4. Demographic and Psychographic factors affecting food pattern of Indian consumers

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**Unit II: Value Chain in Food Retailing**

1. Value Chain in Food Retailing,
2. Principal trends in food wholesaling and retailing
3. The changing nature of food stores, various retailing formats
4. Competition and pricing in food retailing, market implications of new retail developments
5. Shipping and storage cost determination

**Unit III: Consumer Behaviour**

1. Rural Consumer Behaviour
2. Consumer Motivation, Consumer Research Process
3. Consumer Decision Making Process
4. Rural Consumer Vs Urban Consumers – a comparison, Relevance of Marketing mix for rural market/Consumers, problems in rural market.

**Unit IV: Retail Merchandising**

1. Retail merchandising
2. Merchandise selection and planning
3. Merchandise Pricing
4. Logistics, Procurement of Food products and Handling
5. Transportation of Food Products.

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**Unit V: Promotion of Agri Products**

1. Basic Concept of Promotion
2. Fundamental of Advertising
3. Advertisement Strategies for food retailers
4. Promotion mix for food retailing, Direct Marketing, Sales Management, Personal Selling & Salesmanship.

**Suggested Reading**

1. Bendova, I. (2012). **An Analysis of Customer Satisfaction in Food Retailing**, Lambert Academic Publishing: Saarbrücken, Germany.
2. Berman, B., Evans, J. & Chatterjee, P. (2008). **Retail Management: A Strategic Approach**, Prentice Hall of India: New Delhi.
3. Cox (2006). **Retailing: An Introduction**, Pearson Education: New Delhi.
4. Levy, M.&Weitz, BW. (2004). **Retailing Management** (5th Ed.), McGraw Hill.

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**MAM406 AGRICULTURAL AND RURAL MARKETING**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MAM406	DSE	Agricultural and Rural Marketing	60	20	20	-	-	3	-	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumers and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcome**

1. Students will be acquainted with rural marketing environment and able to understand consumers and marketing characteristics of the rural market.

**COURSE CONTENT**

**Unit I: Agricultural Market**

1. Understanding Agricultural Markets, Nature & scope, Objectives of Agriculture Marketing,
2. Challenges in Agriculture Marketing
3. Agriculture Marketing & its economic importance
4. Agricultural Produces and their market

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**Unit-II: Consumer Behaviour**

1. Rural Consumer Behaviour
2. Rural Consumer Vs Urban Consumers – a comparison
3. Relevance of marketing mix for rural market/consumers
4. Problems in rural market

**Unit III: STP for rural market**

1. Segmentation for Rural Market
2. Targeting & positioning for rural market
3. Market forces, components of different Product Strategies
4. Pricing Strategies, promotional strategies
5. Distribution strategies for rural consumers

**Unit IV: Transportation of Farm Products**

1. Functions of transportation, advantages of these functions
2. Transportation methods, details, cost of transportation
3. Transportation problem, suggestions for improvements

**Unit V: New Trends in Indian Agriculture**

1. Agro Processing Sector in India,
2. The present state of agro processing and marketing
3. Agencies involved in agro marketing food processing and value addition are the keys to the future
4. Global demand for Indian agriproduce– project on agri-commodity and global prices and practices.

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**Suggested Readings**

1. Acharya, S. S. and Agarwal, N. L. (2014). *Agricultural Marketing in India* (5/e). Oxford University Press: New Delhi.
2. Kohls, Richard L., and Joseph N. (2014). *Marketing of Agricultural Products* (10/e). Prentice Hall: New Delhi.
3. Badi, R. V. & Badi, N. V. (2014). *Rural Marketing*. Himalaya Publishing house: New Delhi.

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