

# SYLLABUS

## 1. Introduction to Agricultural Marketing

Meaning and definition of the terms-market and marketing. Evolution and development of agricultural market. Marketed and marketable surplus. Classification of markets-buyers and sellers markets, rural marketing and its importance. Approaches to the study of marketing. Marketing functions-Meaning and classifications. Packaging, transportation, grading and standardization, warehousing, processing, market information and intelligence, financing and risk management. Methods of sale. Perfect and imperfect markets and their characteristics. Price determination in perfect and imperfect markets. Price discovery. Marketing institutions, agencies and marketing channels. Marketing costs, margins, price spread and marketing efficiency. Regulation of agricultural marketing: objectives and importance. Green marketing concepts with respect to agricultural products.

## 2. Agricultural Marketing and Price Analysis

Input Marketing and Output Marketing; Role of Market Intermediaries. Features of Regulated Markets. Structure, Conduct and Performance of Markets; and Marketing Efficiency. Direct Marketing. Contract Farming, Warehousing and State Trading. Supply Chain Management and Value Chain Management. Market Information and Market Intelligence. Hedging and Speculation. Forward and Futures Markets. Agricultural Prices

Need for Price Analysis. Important Terms and Concepts of Prices. Price Statistics – Forms, Sources and Dissemination. Fluctuations and Instability in Prices; Analysis of Time Series and Price Stabilization Measures. Government Intervention in Pricing of Agricultural Commodities. Agricultural Price Policy.

## 3. Agribusiness Management

Agribusiness Management-Importance, Farm supplies, Agricultural services, Economic services, sectors of Agribusiness, subsystems of Agribusiness system.

Agribusiness Organizations- Meaning and importance, entrepreneur-meaning, function, forms of business organization-sole trade and partnership-Advantages and disadvantages. Functions of Entrepreneur, Joint Stock Company, Co-operative societies-characteristic, state (Public) enterprises- merits and demerits. Agro-based industries-Meaning and types with examples – Agro - produce processing units, Agro-produce manufacturing units, Agro-input manufacturing industries and Agro service centre.

F-Agribusiness- Meaning, importance, scope, advantages of e-Agribusiness.

Application of various tools in Agribusiness sector - SWOT analysis-meaning, importance, internal and external factors, Use of Break-Even analysis in Agribusiness –assumptions, margin of safety and application, Linear programming technique - assumptions, practical applications and mathematical formulation of the model (simplex method and use of LINDA software). Cost of making wrong decisions in using inputs, Factor shares – accounting method and production function methods, six sigma – meaning, essentials of six sigma methodology, roles required for implementation of six sigma, advantages of six sigma. Application of e-commerce in Agri-business.

#### 4. Marketing Management and Strategy

Marketing process, Forecasting demand and conducting market research, consumer behavior, buying decision process, Selection of markets, mode of entry, Brand building process-identifying market segments and targets, crafting the brand positioning and creating brand equity, New product development and developing pricing strategy, Communicating the value to the customer-integrated marketing communications, mass communications, digital communications and personal communications, Value delivery process-designing and managing integrated marketing channels, managing retailing, wholesaling and logistics.

#### 5. Grading and quality control in agricultural and food industry

Significance of grading and standardisation and types of grading AGMARK standards, Grading of food grains - General and special characteristics and grade designations, Grading of pulses, Types of certification, Role of ISI in certification of manufactured products, BIS - BIS management system certification scheme, quality management systems certification scheme as per IS / ISO - 9001, 2008 standards, BIS and formulation of Indian standards, product certification, quality system certification, FMS certification, Introduction to Organic certification, Importance of certification, Different Organic certification agencies, ECOMARK scheme of India Geographical Indication and its significance, HACCP - principles, HACCP certification, international food standards, Role of CODEX alimentarius Commission- CODEX codes of practice, CODEX guidelines, Global GAP - EUROPE GAP, IND GAP, Integrated farm assurance standards, Safe Quality Food (SQF) - SQF 1000 Code, SQF 2000 Code, SQF and Retail standards, Food hygiene and its significance, food safety and suitability, Food poisoning - means and methods of food poisoning and its prevention, Quality standards in marketing of Agri / Horti products, Good Agricultural Practices, Good Hygienic Practices, Good Manufacturing Practices and Good Marketing Practices, Sanitary and phytho sanitary measures - Quarantine of plant, animals and human and procedures and certifications, Quality - meaning, dimensions of quality, total quality, factors affecting total quality, Total quality management (TQM) - Basic elements of TQM, Principles of TQM.

#### 6. Principles of Management

Management functions - Management levels-Managerial roles-Management skills, Evolution of management thought  
Functions of management: Planning, Decision making, Organizing, Span of Control Span of management-Organization structure and design-Authority-Delegation and Decentralization- Managing Human Resources- staffing, human resource planning, recruitment- sources of recruitment - Recruitment process - Selection-Motivation-Motivational theories-Communication-importance-types, Controlling: essential elements of controlling, Leadership - Theories of Leadership.



## 7. Agricultural Extension Education and Rural Development

Education: Meaning, definition & Types; Extension Education- meaning, definition, scope and process; objectives and principles of Extension Education; Extension Programme planning- Meaning, Process, Principles and Steps in Programme Development.  
Rural Development: concept, meaning, definition; various rural development programmes launched by Govt. of India. Extension administration: meaning and concept, principles and functions. Monitoring and evaluation: concept and definition, monitoring, principles and extension programmes; transfer of technology: concept and models, capacity building of extension personnel.

## 8. Agricultural Economics

Economics: Meaning, approaches to economic analysis: micro and macroeconomics. Agricultural economics: meaning, characteristics of agriculture, importance and its role in economic development. Demand: law of demand, demand schedule and demand curve, determinants, utility Theory: law of diminishing marginal utility, equi-marginal utility principle. Supply: Stock v/s supply, law of supply, supply schedule, supply curve, determinants of supply, elasticity of supply. Demand and Supply, Production: process, creation of utility, factors of production, laws of returns and returns to scale. Market structure: meaning and types of market, basic features of perfectly competitive and imperfect markets. National income: Meaning and importance, circular flow, concepts of national income accounting and approaches to measurement, difficulties in measurement. Money: Barter system of exchange and its problems, evolution, meaning and functions of money, classification of money, money supply, general price index, inflation and deflation. Banking: Role in modern economy, Agricultural and public finance: meaning, micro v/s macro finance, need for agricultural finance, public revenue and public expenditure. Tax: meaning, direct and indirect taxes, agricultural taxation, VAT.

## 9. Theory and Practice of Cooperation

Meaning -Features of cooperative organizations- Origin of coop movement-History of coop movement in India- Principles of cooperation- PACS, FSS and LAMPS- District Central Cooperative Banks- State Cooperative Banks- PCARDBS-Cooperative Marketing Societies- Dairy Cooperatives- Urban Cooperative Banks- Cooperative education and training-The state and the coop movement-an overview- Cooperative movement in retrospect- achievements- Crisis in the movement - The agenda for the future.

## 10. Managerial Accounting and Control

Financial Accounting- The Double Entry System- The Journal, Cash Book, Ledger, Trial Balance, Trading Account, Profit and Loss Account, Balance Sheet, Introduction of Company Accounts, Managing Accounting- Analysis of Financial Statements- Ratios, Cash Flow and Funds Flow Analysis, Cost Accounting, Budget and Budgetary Control.

## 11. Human Resource Management

Human Resources Management; Recruitment and Selection Process, Transfers, Promotions, employee separation, Performance Appraisal, Compensation management, Wage and Salary Administration - Human Resources outsourcing.

**12. Financial Management**  
Financial Management, Financial Statements and Analysis, Capital Structure, Cost of Capital Working Capital Management, Financing of Working Capital, Capital Budgeting, Undiscounted and Discounted cash flow methods of Investment Appraisal; Money and Capital Markets.

**13. Management Information System**  
MIS - Information Needs of organization, Types/ Classification of Information System for organizations - Applications of MIS in the areas of Human Resource Management, Financial Management, Production/ Operations Management, Materials Management, Marketing Management, Development of MIS for an organization.

**14. Risk Management**  
Risk and uncertainty in Agriculture, Types of risk and uncertainty, Risk management strategies- Insurance - crop insurance, liability insurance, life insurance, health insurance and social insurance, Disaster Management, Measures to counter disaster-contract farming, agricultural diversification.

**15. Food Retail Management**  
Retail management and Food Retailing, Organized Retailing in India, Value Chain in Food Retailing, food wholesaling, food retailing, various retailing formats, competition and pricing in food retailing, market implications of new retail developments, Retail Sales Management Types of Retail Selling, Salesperson selection, Salesperson training, Customer Relationship Management, Managing Human Resources in retailing, Legal and Ethical issues in Retailing.

**16. Agri Supply Chain Management**  
Supply Chain: SCM: Present Need; Traditional Agri. Supply Chain Management Approach: Modern Supply Chain Management Approach; Elements in SCM, Demand Management in Supply Chain; Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Procurement Management in Agri. Supply chain; Storage; Warehouse, cold storages, irradiation units, Purchasing Cycle, Types of Purchases, Contract/ Corporate Farming, IT Application in SCM.

} Approved by M.D.

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