



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

III SEMESTER (Core)

MBA 301C HUMAN VALUES AND PROFESSIONAL ETHICS

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assesse nt*	END SEM University Exam	Teachers Assesse nt*				
MBAI301C	Human Values and Professional Ethics	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

*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 Objective

The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of “right” and “good” in individual, social and professional context

Course Outcomes

1. Help the students to understand right conduct in life.
2. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect personal and professional life.

COURSE CONTENT

Unit I: Inculcating Values at Workplace

1. Values: Concept, Sources, Essence
2. Classification of Values.
3. Values in Indian Culture and Management: Four False Views, Value Tree
4. Eastern and Western Values; Values for Global Managers


Unit II: Professional Ethics

1. Ethics: Concept, Five P's of Ethical Power, Organisational Tools to Cultivate Ethics
2. Theories of Ethics: Teleological and Deontological
3. Benefits of Managing Ethics in an Organisation
4. Ethical Leadership


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Unit III: Indian Ethos and Management Style

1. Indian Ethos and Workplace
2. Emerging Managerial Practices
3. Ethical Considerations in Decision Making and Indian Management Model
4. Core Strategies in Indian Wisdom and Ethical Constraints

Unit IV: Human Behavior – Indian Thoughts

1. Guna Theory
2. Sanskara Theory
3. Nishkama Karma
4. Yoga: Types, Gains; Stress and Yoga

Unit V: Spirituality and Corporate World

1. Spirituality: Concept, Paths to Spirituality
2. Instruments to achieve spirituality
3. Vedantic Approach to Spiritual and Ethical Development
4. Indian Spiritual Tradition.

Suggested Readings

1. Kausahl, Shyam L. (2006). *Business Ethics – Concepts, Crisis and Solutions*. New Delhi: Deep and Deep Publications Pvt. Limited
2. Murthy, C.S.V. (2012). *Business Ethics –Text and Cases*. Himalaya Publishing House: Mumbai
3. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. Oxford university press
4. D.Senthil Kumar and A. SenthilRajan (2008). *Business Ethics and Values*. Himalaya Publishing House: Mumbai

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MBAI302C PROJECT MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME							
		THEORY			PRACTICAL		L	T	P
		END SEM University Exam	Two Term Exam	Assessment*	END SEM University Exam	Assessment			
MBAI302C	Project Management	60	20	20	-	-	4	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit;

*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 course is intended to develop the knowledge of the students in the management of projects. It is aimed at imparting knowledge on managing entire life cycle of a project – from conceptualization to commissioning.

Course Outcomes

1. Understanding of various phases in a project life cycle.
2. Ability to establish feasibility of a project and various methods of project financing
3. Learn to organize and coordinate with different functions for successful project implementation
4. Develop ability to monitor and control projects and risk involved.

COURSE CONTENT

Unit I: Concept of Project

1. Overview, key concepts, classification, characteristics of project
2. Project life cycle and its phases
3. Project Feasibility: Project Identification, Market and Demand Analysis, Technical analysis and technology selection

Unit II: Project Feasibility and Investment Evaluation

1. Project Cost Estimate



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2. Project Appraisal: Time Value of Money, Project Cash Flows, Payback Period, Cost of Capital, Project Rate of Return, Social Cost Benefit Analysis
3. Sources of financing
4. Optimum capital structure.
5. Investment decision rule

Unit III: Project Implementation

1. Project Planning and scheduling
2. Network analysis, construction of networks
3. Time-cost trade-off and crashing of projects
4. Resource allocation using network analysis, resource leveling
5. Project contracting: Contract pricing, Contract types

Unit IV: Human Aspects of Project Management

1. Project organization
2. Project Leadership: Motivation in Project Management, Communication in Project Environment, Conflict in Project Management
3. UNIDO approach
4. Shadow pricing of resource

Unit V: Project Review and Administrative Aspects

1. Project monitoring
2. Project cost control
3. Abandonment analysis
4. Computer based project management
5. PMIS
6. Project Audit and Termination

Suggested Readings

1. Chandra, Prasanna (2011). *Project Planning: Analysis, Selection, Implementation and Review*. New Delhi; Tata McGraw Hill.
2. Choudhury S. (2017), *Project Management*. Chennai; McGraw Hill Education (I) Pvt. Ltd.
3. Singh, Narendra (2003). *Project Management and Control*. New Delhi; Himalaya Publishing House.
4. Nicholas, John M. (2008). *Project Management for Business and Technology: Principles and Practice*. Pearson Publication.
5. Gray & Larson (2010). *Project Management: The Managerial Process*. New Delhi; TMH
6. Pinto (2010). *Project Management: Achieving Competitive Advantage*. New Jersey; Pearson.
7. Abrol, Sunil (2010). *Cases in Project Management*. New Delhi; Excel Books
8. Maylor (2010). *Project Management*. New Jersey; Pearson.

SEMESTER III

MAM303INTRODUCTION TO AGRI-BUSINESS MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assesment*	END SEM University Exam	Teachers Assesment*				
MAM303	Introduction to agri-business management	60	20	20	-	-	4		-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

*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 acquaint the students with the environment of agribusiness management. And, also understand advanced concepts in agricultural production.

Course Outcomes

- 1.After studying this course students will be able to develop the understanding of agribusiness management concepts.
2. Students will be able to understand the advanced agricultural production technologies.

COURSE CONTENTS

Unit I:Agri-business in India

1. Nature of Agri-Business, Evolution of Changing Dimensions of Agri-Business in India
2. Application of management principles in agri-business
3. Type, pattern and scope of Agri-Business
4. Government and other regulations- authorities (APMC etc) and their roles

Unit II:Agri-Business Management

1. Introduction: characteristics of Production, consumption and Marketable surplus of Agri Business in India
2. Rural Marketing, Distribution system, Marketing of Agriculture inputs, marketing by the Govt.
3. Functioning of selected procurement agencies

Unit III: Problems Faced by Agri-business

1. Management of Agro industries
2. Location Factors and other problems faced by Agri.


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3. Industries and other industries related to Agri-business, Management of water shed and development projects, management of irrigation system, farm power and management machinery
4. Food technology management, environmental management

Unit IV: Functions of Farm Business Management

1. Nature, scope and functions of farm business management
2. Working out existing and alternative farm plans
3. Farm labour, farm capital and farm machinery
4. Decision making process in farm management

Unit V: Advanced Concepts in Agricultural production

1. Advanced concepts in agricultural production: Technology Management for Livestock products,
2. Quality Management in food industry, agricultural inputs supply management, Vegetable seeds production management
3. Crop seed production management.
4. New Technologies/methods of production: aquaponics and hydroponics.

Suggested Readings

1. ✓ Purcell WD. (1991). *Agricultural Futures and Options: Principles and Strategies*. Macmillan Publications: New Delhi.
2. ✓ Stoner, J. (1996). *Horticulture Management, 6th ed., Prentice Hall*: New Delhi.
3. Himanshu (2008). *Agri Business Management: Problems and Prospects*. Ritu Publications: Jaipur.



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MAM304 FARM MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assesse nt*	END SEM University Exam	Teachers Assesse nt*				
MAM304	Farm Management	60	20	20	-	-	4		-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit;

*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 acquaint the students with the basic principles of farm management dealing with the analysis of farm resources having alternatives within the framework of resource restrictions.

Course Outcomes

1. Students will be able to analyze input-output relationship in agriculture and determine the relative efficiency of various factor combinations.

COURSE CONTENTS

Unit I: Introduction to Farm Management

1. Introduction, Definitions, Objectives of farm Management.
2. Scope of Farm Management, Economic theory and farm management science, what makes a successful farm manager?
3. Relationship of farm management with other sciences, Farm management problems under Indian conditions.

Unit II: Economic Principles Applied to Farm Management

1. Principle of Variable proportion
2. Cost principle, principle of factor substitution, law of equi-marginal returns
3. Opportunity cost principle, principle of combining enterprises,
4. Principle of comparative advantage, Time Comparison principle
5. Limitations of principles of farm management

Unit III: Farm Planning & Budgeting

1. Farm Planning,
2. Budgeting and Programming: Farm planning, Farm budgeting

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3. Steps of Complete budgeting

Unit IV: Systems of Farm Organization

1. Different systems of farming, Peasant farming
2. Corporate farming
3. State farming
4. Co-operative farming
5. Collective farming, Criteria for choice in India, Suitability of alternative systems-agriwaste to energy

Unit V: Farm Size

1. Measurement of size of farm
2. Pattern of farm holdings in India
3. Factors determining economic holdings
4. Farm size practices – Large scale and small scale farming
5. Specialized and diversified farming, mixed farming, extensive and intensive farming

Suggested Readings

1. Kahlon AS & Singh K. (1992). *Economics of farm Management in India*. Allied Publication: New Delhi.
2. Juhl and Kapur (2005). *Farm Business Management*. Kalyani Publications: New Delhi.
3. Panda SC. (2007). *Farm Management & Agricultural Marketing*. Kalyani Publications: New Delhi.



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MAM 305 MATERIALS MANAGEMENT

SUBJECT CODE	SUBJECT 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 *				
MAM305	Materials Management	60	20	20	-	-	4		-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

*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 key objective of this course is to acquaint the students with Decision-making for effective and efficient purchase, storage and flow of materials in manufacturing and service organizations; cost reduction techniques in Pre-purchase, purchase and Post purchase systems.

Course Outcomes

1. Students will be able to take effective decision-making on purchases, storage and flow of materials in manufacturing and service organizations
2. Organizational structure for material management

COURSE CONTENTS

Unit I: Materials Management-I

1. Determination and description of material quantity
2. Material planning in Push and Pull system
3. Determination of costing

Unit II: Materials Handling-II

1. Stores – Functions, Importance
2. Organization of stores & Stores layout, stores procedure – documentation
3. Standardization – need and importance.
4. Codification –concept, benefits, Materials Handling
5. Principles of Materials Handling system, Materials Handling Equipments

Unit III: Purchasing


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1. Objectives and functions
2. Purchasing cycle
3. Sources of supply.
4. Vendor rating. Buyer-vendor relations
5. Right pricing. Public/Government purchasing

Unit IV: Warehousing


1. Importance and functions of storage, cold storage
2. Location & layout of stores
3. Management of receipts and issue of materials from stores
4. Stock verification
5. Determination of costing (warehouse storage costing)

Unit V: Inventory Management

1. Inventory - Need of Inventory
2. Costs associated with Inventory
3. Classification of materials
4. EOQ & its derivation

Suggested Readings

1. Yoginder K. Alagh (1996). *Scope for Agro processing in India*. Ajanta Publication.
2. NIIR Board Modern Technology of Agro processing and Agricultural waste, Report of National Institute of India.
3. Gopalakrishnan, P.(2004). *Handbook of Materials Management*. Prentice Hall: New Delhi.


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MAM306RURAL CREDIT AND FINANCE

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assesse nt*	END SEM University Exam	Teachers Assesse nt*				
MAM306	Rural Credit and Finance	60	20	20	-	-	4		-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***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

Prepare students to understand various facets of agricultural credit in Indian rural market. The course focuses on to enable the students to become a effective buyer.

Course Outcomes

1. Students will be able to understand the objectives and functions of micro financial institutions and their interventions in the rural Finance.
2. Students will be familiar with the world of Micro Financial Institutions and their interventions in the rural Finance.

COURSE CONTENTS

Unit I: Role and Characteristics of Indian Agriculture

- 1.Introduction, Role ofAgriculture in Economic Development
2. Characteristics of Indian Agriculture

Unit II: Critical Review of Agricultural Finance

- 1.Role of Credit in Agriculture
2. Agricultural Finance in India
3. Classification of Agricultural Finance
4. Significanceof Co-op. Credit, some Issues of the Present System
5. FinancialIntermediaries in Agriculture:Functions, Structure and Performance

Unit III: Rural Finance and Microfinance

1. Players and Approaches; Microfinance& Rural Finance
2. Lessons from microfinance and historical interventions, ruralfinance: approach
3. Banks lending schemes, loan appraisal, application, documentation interest and recovery process


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4. Delivery channels and actors involved, and linkages
5. Triangle of microfinance and the role of BDS in rural finance

Unit IV: Cooperative Banks

1. Concept and special features of co-operative banking, Structure of co-operative credit system in India
2. Impact of liberalization on co-operative Banks with particular reference to de regulation of interest rates and prudential norms

Unit V: Theories of Agricultural Finance

1. Risk and Uncertainty Theory, Demand and Supply Theory
2. Business Vs Social and Moral Theory
3. Cost Theory, Productive Vs. Consumption
4. The concept of 3 C's, 7 P's and 3 R's of credit

Suggested Readings

- ✓ Reddy, R. (1990). *Agricultural Development Rural Credit and Problems of Its Recovery*. Mittal Publications: New Delhi.
- Barry, P.J., and P.N. Ellinger, P.N. (2012). *Financial Management in Agriculture*. Pearson Education: New Delhi.
- ✓ Keown, A.J., J.D. Martin, J.W. Petty, and D.F. Scott (2010). *Foundations of Finance*. Prentice Hall: NJ, USA.



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