



KARNATAK UNIVERSITY, DHARWAD  
ACADEMIC (S&T) SECTION

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ  
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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NAAC Accredited  
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/JS/MGJ(Gen)/2023-24/59

Date: 04/09/2023

ಅಧಿಸೂಚನೆ

ವಿಷಯ: 2023-24ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ ಸ್ನಾತಕ ಪದವಿಗಳಿಗೆ 5 ಮತ್ತು 6ನೇ ಸೆಮೆಸ್ಟರ್  
NEP-2020 ಪಠ್ಯಕ್ರಮವನ್ನು ಅಳವಡಿಸಿರುವ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿಗಳು(ವಿಶ್ವವಿದ್ಯಾಲಯ 1) ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ ಇವರ  
ಆದೇಶ ಸಂಖ್ಯೆ: ಇಡಿ 104 ಯುಎನ್‌ಇ 2023, ದಿ: 20.07.2023.  
2. ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂಖ್ಯೆ: 2 ರಿಂದ 7, ದಿ: 31.08.2023.  
3. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ: 04/09/2023

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶದ ಮೇರೆಗೆ, 2023-24ನೇ  
ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಎಲ್ಲ B.A./ BPA (Music) /BVA / BTM / BSW/ B.Sc./B.Sc. Pulp &  
Paper Science/ B.Sc. (H.M)/ BCA/ B.A.S.L.P./ B.Com/ B.Com (CS) / BBA & BA ILRD ಸ್ನಾತಕ ಪದವಿಗಳ 5  
ಮತ್ತು 6ನೇ ಸೆಮೆಸ್ಟರ್‌ಗಳಿಗೆ NEP-2020ರ ಮುಂದುವರೆದ ಭಾಗವಾಗಿ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಅನುಮೋದಿತ  
ಕೋರ್ಸಿನ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ [www.kud.ac.in](http://www.kud.ac.in) ದಲ್ಲಿ ಭಿತ್ತರಿಸಲಾಗಿದೆ. ಸದರ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ.  
ಅಂತರ್ಜಾಲದಿಂದ ಡೌನ್‌ಲೋಡ್ ಮಾಡಿಕೊಳ್ಳಲು ಸೂಚಿಸುತ್ತ ವಿದ್ಯಾರ್ಥಿಗಳ ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ  
ತಂದು ಅದರಂತೆ ಕಾರ್ಯಪ್ರವೃತ್ತರಾಗಲು ಕವಿವಿ ಅಧೀನದ/ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ  
ಸೂಚಿಸಲಾಗಿದೆ.

ಅಡಕ: ಮೇಲಿನಂತೆ

ಕುಲಸಚಿವರು.

ಗೆ,

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲ ಅಧೀನ ಹಾಗೂ ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ  
ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ. (ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ ಹಾಗೂ ಮಿಂಚಂಚೆ ಮೂಲಕ ಭಿತ್ತರಿಸಲಾಗುವುದು)

ಪ್ರತಿ:

1. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಂಡಳ (ಪಿ.ಜಿ.ಪಿಎಚ್.ಡಿ) ವಿಭಾಗ, ಸಂಬಂಧಿಸಿದ  
ಕೋರ್ಸುಗಳ ವಿಭಾಗಗಳು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ / ವಿದ್ಯಾರ್ಥಿ ಕಲ್ಯಾಣ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.



KARNATAK UNIVERSITY, DHARWAD

# **B.A. in Agriculture Marketing**

**SYLLABUS**

**With Effect from 2023-24**

**DISCIPLINE SPECIFIC CORE COURSE (DSCC) FOR SEM V & VI,**

**SKILL ENHANCEMENT COURSE (SEC) FOR SEM V SEM**

**AS PER NEP-2020**

**Karnatak University, Dharwad**  
**B.A. in Agriculture Marketing**  
**Effective from 2023-24**

Sem.	Type of Course	Theory/ Practical	Course Code	CourseTitle	Instructi onhour/ week	Total hours / sem	Duration of Exam	Marks			Credits
								Formati ve	Summa tive	Total	
V	DSCC-9	Theory	015 AGM 011	Agricultural Development Policy of India	04hrs	56	02 hrs	40	60	100	04
	DSCC-10	Practical	015 AGM 012	<b>Practical</b>	04 hrs	56	03 hrs	25	25	50	02
	DSCC-11	Theory	015 AGM 013	Agricultural Marketing and Development	04hrs	56	02 hrs	40	60	100	04
	DSCC-12	Practical	015 AGM 014	<b>Practical</b>	04 hrs	56	03 hrs	25	25	50	02
	SEC-3	Practical	015 AGM 061	Practice of General Insurance in India	02hrs	30	02 hrs	20	30	50	02
	<b>Total</b>										<b>14</b>
VI	DSCC-13	Theory	016 AGM 011	Agricultural Input and Retail Marketing	04hrs	56	02 hrs	40	60	100	04
	DSCC-14	Practical	016 AGM 012	<b>Practical</b>	04 hrs	56	03 hrs	25	25	50	02
	DSCC-15	Theory	016 AGM 013	Agricultural Retail Marketing in India	04hrs	56	02 hrs	40	60	100	04
	DSCC-16	Practical	016 AGM 014	<b>Practical</b>	04 hrs	56	03 hrs	25	25	50	02
	Internship-1		016 AGM 091	For Details refer Modified Curriculum Framework for UG Programme on Web: <a href="http://kshec.karnataka.gov.in">http://kshec.karnataka.gov.in</a> Page 51 to 54.	02 hrs	30	01hr	50	0	50	02
	<b>Total</b>										<b>14</b>

**B.A-V SEMESTER  
AGRICULTURE MARKETING**

**Course Title:** Agricultural Development Policy of India

**Course Code:**015AGM011

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>DSCC-9</b>	<b>Theory</b>	<b>04</b>	<b>04</b>	<b>56 hrs.</b>	<b>2 hrs.</b>	<b>40</b>	<b>60</b>	<b>100</b>

**Course Outcomes (COs): At the end of the course students will be able to:**

**Course Outcomes (COs):** After the successful completion of the course, the student will be able to:

CO1. Understand the ideal agricultural marketing system, form products and modernization of food grains market.

CO2. Study the Food processing system.

CO3. Understand the Transportation cost and factors affecting on it.

CO4. Study the Grading and Standardization of agri products.

Program Name	BA in Agriculture Marketing	Semester	<b>V</b>
Course Title	<b>Agricultural Development Policy of India</b>		
Course Code:	<b>015AGM011</b>	No. of Credits	<b>04</b>
Contact hours	56 Hours	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

<b>Contents</b>		<b>56 Hrs</b>
<b>Unit-1</b>	<b>Ideal System of Agricultural Marketing :</b> Characteristics of developed markets – Ideal Marketing system – Scientific- Marketing of From products - Mechanization/ Modernization of Food Grain Markets.	14
<b>Unit-2</b>	<b>Processing of Farm Products and Transportation :</b> Meaning of processing – Types of processing Advantages of processing – processing of paddy, processing of Wheat, processing of Oil Seeds.	14
<b>Unit-3</b>	<b>Transportation :</b> Meaning of Transportation – Advantages of Transportation – Types of Transportation Cost- Factors affecting Transportation Cost.	14
<b>Unit-4</b>	<b>Grading and Standardization :</b> Meaning and Importance – Types of Grading – Distinction between Standardization and Grading.	14

DSCC-10: PRACTICAL SYLLABUS

**Course Code:015AGM011**

Studies and surveys of different types of retailing stores (public, private and co-operative) in the jurisdiction. Case studies of major types of retailing stores. Studies of retailers carrying out different marketing functions. Study of market segmentation for retail market. Study of corporate retail-chainstores.

**PRACTICAL SYLLABUS 02 Credits**

**Visits**

- 1) Study of storage models.
- 2) Analysis storage cost & decision.
- 3) Analytical classification of commercial crops.

**PRACTICAL APPLICATIONS:**

- 1) Analysis of Co-Relation
- 2) Visit to Processing Units
- 3) Computation of Price in Regulated Market

Assessment (IA)	
Assessment Occasion/type	Marks
Project Report	10
Presentation Skill	10
Viva	5
<b>Total</b>	<b>25 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

**References**

1. Agricultural Marketing in India.: S.S. Achrya & N.L. Agarwal.
2. Principles and practices of Marketing: C.B. Memoria & R.L. Joshi.
3. Agricultural Marketing: H.R. Krishnegouda.
4. Modern Marketing: C.B. Memoria.
5. Marketing of Agricultural Produce in India.: A.G. Gupta.

Formative Assessment for Theory	
Assessment Occasion/type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/Assignment/Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

**B.A-V SEMESTER  
AGRICULTURE MARKETING**

**Course Title: Agricultural Marketing and Development**

**Course Code:015AGM013**

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>DSCC-11</b>	<b>Theory</b>	<b>04</b>	<b>04</b>	<b>56 hrs.</b>	<b>2 hrs.</b>	<b>40</b>	<b>60</b>	<b>100</b>

**Course Outcomes (COs): At the end of the course students will be able to:**

**Course Outcomes (COs):** After the successful completion of the course, the student will be able to:

CO1. Understand the Marketable surplus and marketed surplus.

CO2. Study the Marketing Cost and Margins.

CO3. Understand the Price Policies, Objectives of price policies, Functions of Price Policies.

CO4. Study the Agricultural Price policy in India.

Program Name	BA in Agriculture Marketing	Semester	<b>V</b>
Course Title	<b>Agricultural Marketing and Development</b>		
Course Code:	<b>015AGM013</b>	No. of Credits	<b>04</b>
Contact hours	56 Hours	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

<b>Contents</b>		<b>56 Hrs</b>
<b>Unit-1</b>	<b>Produces Surplus of Agricultural Commodities and Economic Development :</b> Meaning of Produces Surplus, Relation between Marketable surplus and marketed surplus, Factor affecting Marketable surplus, Remedies. Importance of marketed surplus. Causes for Low marketed surplus, Relation between marketed surplus and price	14
<b>Unit-2</b>	<b>Marketing Cost and Margins :</b> Meaning, Factors affecting Marketing Cost and Margins, Remedial measures to reduce marketing cost - Relation between price spread and Marketing Cost and Margins.	14
<b>Unit-3</b>	<b>Price Policies and Strategies :</b> Meaning of Price Policies, Objectives of price policies, Functions of Price Policies. Marketing Strategies, Meaning and Types.	14
<b>Unit-4</b>	<b>Agricultural Price policy in India :</b> Need and Importance of Agricultural Price policy, Fluctuation in Agricultural Price , Regulatory measures, Agricultural policy cost and price commission ( ACPC )	14

**DSCC-12: PRACTICAL SYLLABUS**  
**Course Code:015AGM014**

Studies and surveys of different types of retailing stores (public, private and co-operative) in the jurisdiction. Case studies of major types of retailing stores. Studies of retailers carrying out different marketing functions. Study of market segmentation for retail market. Study of corporate retail-chainstores.

**PRACTICAL SYLLABUS 02 Credits**

**Visits**

- 1) Estimating the producers and Marketable surplus of Agricultural goods
- 2) Analytical study of Farmers share M C and margins and consumer price.
- 3) Visit to Agricultural Marketing Market understand the price fluctuations.

**PRACTICAL APPLICATIONS:**

- 1) Estimating the Producers and Marketable Surplus of Agricultural Goods
- 2) Analytical Study of Farmers Share. M C and margins and consumer price.
- 3) Calculate Agricultural Price Policy.

Assessment (IA)	
Assessment Occasion/type	Marks
Project Report	10
Presentation Skill	10
Viva	5
<b>Total</b>	<b>25 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

**References**

1. Agricultural Marketing in India.: S.S. Acharya & N.L. Agarwal.
2. Principles and practices of Marketing: C.B. Memoria & R.L. Joshi.
3. Agricultural Marketing: H.R. Krishnegouda.
4. Modern Marketing: C.B. Memoria.
5. Marketing of Agricultural Produce in India.: A.G. Gupta.



Formative Assessment for Theory	
Assessment Occasion/type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/Assignment/Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

**B.A in Agriculture Marketing**  
**Skill Enhancement Course: SEC-3**

**Course Title: PRACTICE OF GENERAL INSURANCE IN INDIA**

**Course Code: 015AGM061**

Type of Course	Theory /Practical	Credits	Instruction hour/week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
SEC-3	Theory	02	02	30 hrs.	2 hr.	20	30	50

*Course Outcomes (COs):At the end of the course students will be able to:*

**CO1:** Gain Knowledge on General insurance in India

**CO2:** Understand the policy documents of General Insurance

**CO3:** Understand the Fundamentals of General Insurance product and claims.

**CO4:** Understand the essential conditions of procedures and recoveries of insurance.

Unit	Title:	30.hrs/sem
Unit I	<b>Introduction to General Insurance:</b> Introduction of Indian Insurance Market-Structure, Classification, Salient Features of Indian general Insurance Market.--	7 hrs.
Unit II	<b>Policy Documents and forms:</b> Insurance contract & elements – components of an insurance policy-interpretation of policies contents of insurance proposal form-certificate of insurance – claim forms.	10 hrs
Unit III	<b>General Insurance Products and Claims:</b> Classes of Engineering insurance -- Baggage insurance-fidelity Guarantee insurance –Jeweller’s Block insurance –Crime insurance. Claims: Preliminary procedure – Loss minimization – procedure –process of claim management arbitration-Modes of settlement-Recoveries-Identifying claim.	13 hrs

**References:**

1. General insurance, John Magee & David Bicklhaupt.
2. Operational Transformation of General Insurance Industry during the period 1950 to 1990,
- 3.Beyond, R.D. Samarth
- 4.Study on Distribution Functions in General Insurance & Role of Intermediaries.

Formative Assessment for Theory	
Assessment Occasion/type	Marks
Internal Assessment Test 1	5
Internal Assessment Test 2	5
Quiz/Assignment/Small Project	5
Seminar	5
<b>Total</b>	<b>20 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

**B.A-VI SEMESTER  
AGRICULTURE MARKETING**

**Course Title: Agricultural Input and Retail Marketing**

**Course Code:016AGM011**

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>DSCC-13</b>	<b>Theory</b>	<b>04</b>	<b>04</b>	<b>56 hrs.</b>	<b>2 hrs.</b>	<b>40</b>	<b>60</b>	<b>100</b>

**Course Outcomes (COs): At the end of the course students will be able to:**

**Course Outcomes (COs):** After the successful completion of the course, the student will be able to:

CO1. Understand the regulated marketing system .

CO2. Study the Co-operative Marketing system.

CO3. Understand the State Trading Corporations.

CO4. Study the Agricultural Marketing Finances.

Program Name	BA in Agriculture Marketing		Semester	VI
Course Title	Agricultural Input and Retail Marketing			
Course Code:	016AGM011		No. of Credits	04
Contact hours	56 Hours		Duration of SEA/Exam	2 hours
Formative Assessment Marks		40	Summative Assessment Marks	60

<b>Contents</b>			<b>56 Hrs</b>
<b>Unit-1</b>	<b>Regulated Market in India:</b> Regulated of agricultural marketing-meaning objectives-History of market regulations-features of regulated –suggestions to improve regulated markets.		14
<b>Unit-2</b>	<b>Co-operative Marketing in India:</b> Meaning of co-operative marketing-objectives of co-operative marketing-salient features of co-operatives marketing-essential conditions for the success of marketing of co-operatives-functions co-operative marketing. Defects of Co-operative marketing		14
<b>Unit-3</b>	<b>State Trading in India:</b> Aims and objectives of state trading-food corporation of India-cotton corporation of India Jute Corporation of India.		14
<b>Unit-4</b>	<b>Agricultural Marketing Finance:</b> Meaning of Agricultural Marketing Finance Need for Agricultural Marketing Finance-Types of Agricultural Marketing Finance-Sources of working capital.		14

**DSCC-14: PRACTICAL SYLLABUS**  
**Course Code:016AGM012**

Studies and surveys of different types of retailing stores (public, private and co-operative) in the jurisdiction. Case studies of major types of retailing stores. Studies of retailers carrying out different marketing functions. Study of market segmentation for retail market. Study of corporate retail-chainstores.

**PRACTICAL SYLLABUS 02 Credits**

**Visits**

1. Visit to Regulated markets.
2. Visit to Co-operative marketing societies.
3. Analytical classification of Food Grains.

**PRACTICAL APPLICATIONS:**

- 1) Estimating the requirement of Agricultural Finances.
- 2) Estimate the expected sale of Agricultural goods to the APMC's.
- 3) Calculate the farmers income in co-operative forming.

Assessment (IA)	
Assessment Occasion/type	Marks
Project Report	10
Presentation Skill	10
Viva	5
<b>Total</b>	<b>25 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

## References

1. Indian Agriculture.: A.N. Agarwal.
2. Principles and practices of Marketing: C.B. Memoria & R.L. Joshi.
3. Agricultural Marketing in India: S.C. Jain.
4. Agricultural Marketing in India: H.R. Krishnegouda.
5. Modern Marketing: C.B. Memoria.
6. Marketing of Agricultural Produce in India.: A.G. Gupta.
7. Modern Marketing: K.D. Basava.

Formative Assessment for Theory	
Assessment Occasion/type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/Assignment/Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

**B.A-VI SEMESTER  
AGRICULTURE MARKETING**

**Course Title: Agricultural Retail Marketing in India**

**Course Code:016AGM013**

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>DSCC-15</b>	<b>Theory</b>	<b>04</b>	<b>04</b>	<b>56 hrs.</b>	<b>2 hrs.</b>	<b>40</b>	<b>60</b>	<b>100</b>

*Course Outcomes (COs): At the end of the course students will be able to:*

**Course Outcomes (COs):** After the successful completion of the course, the student will be able to:

CO1. Understand the Input Marketing, Production and Marketing of Seeds

CO2. Study the Fertilizer Marketing..

CO3. Understand the Farm Mechanization.

CO4. Study the practical knowledge of functioning of retail marketing.

Program Name	BA in Agriculture Marketing	Semester	<b>VI</b>
Course Title	<b>Agricultural Retail Marketing in India</b>		
Course Code:	<b>016AGM013</b>	No. of Credits	<b>04</b>
Contact hours	56 Hours	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

<b>Contents</b>		<b>56 Hrs</b>
<b>Unit-1</b>	<b>Input Marketing, Production and Marketing of Seeds :</b> Meaning, Scope and Importance of Input Marketing. Stages and Process of Seed Production. Seed Marketing and Distribution. Defects in Seed Marketing and Suggestion for Improvement.	10
<b>Unit-2</b>	<b>Fertilizer Marketing:</b> Channels of Fertilizer Marketing. Fertilizer Subsidy and Policies Government. Defects in Fertilizer Marketing and Suggestion for Better Fertilizer Marketing.	14
<b>Unit-3</b>	<b>Farm Mechanization:</b> Meaning and Need of Farm Mechanization. Merits and Demerits of Farm Mechanization.	14
<b>Unit-4</b>	<b>Retail Marketing :</b> Concept, types of retailers, supermarkets, factory outlets, hypermarkets. Non-store retailing. Retailer- marketing decisions. Direct selling, one to one selling, one to many selling, direct marketing and multilevel marketing. Major types of retail organization, co- operative chain stores, voluntary chain, retailers and consumers cooperatives. Retail Chain Management by Corporate Houses. Procurement decision. Price, promotion and place decision. Role of Consumer, Packaging and Market Segmentation in Retail Marketing	18

**DSCC-16: PRACTICAL SYLLABUS**  
**Course Code:016AGM014**

Studies and surveys of different types of retailing stores (public, private and co-operative) in the jurisdiction. Case studies of major types of retailing stores. Studies of retailers carrying out different marketing functions. Study of market segmentation for retail market. Study of corporate retail-chainstores.

**PRACTICAL SYLLABUS 02 Credits**

**Visits**

1. Study of Marketing Channels of Farm Inputs.
2. Visit to Fertilizer Marketing Agencies.
3. Visit to Karnataka State Seeds Corporation.

**PRACTICAL APPLICATIONS:**

- 1) Estimating the Input Prices.
- 2) Estimate the value of farmers production and value of seeds.
- 3) Calculate the cost of use of mechanization in the field.

Assessment (IA)	
Assessment Occasion/type	Marks
Project Report	10
Presentation Skill	10
Viva	5
<b>Total</b>	<b>25 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

**References**

1. Philip Kotler. Marketing Management. Pearson Education Publishers, New Delhi.
2. Gibson and Redamani Retail Management..
3. Panvar, J.S. Beyond Consumer Marketing. Response Books, Sage Publications, New Delhi.
4. Pandey, Mukesh and Deepak Tiwari. Rural and Agricultural Marketing. International BookDistribution Co., New Delhi.
5. A.N. Agarwal “ Indian Economy”
6. Mishra and Puri “Indian Economy”
7. Dr. H.R. Krishnayagoud “ Agricultural Economics”
8. S.S. Acharya & N.L. Agarwal. Agricultural Marketing in India

Formative Assessment for Theory	
Assessment Occasion/type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/Assignment/Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	



**B.A. Semester–VI**  
**Internship/Sec-4**

**Course Title: INTERNSHIP/SEC-4**

**Course Code: 016AGM091**

Type of Course	Theory /Practical	Credits	Instruction hour/week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>Internship</b>	<b>Theory</b>	<b>02</b>	<b>02</b>	<b>30</b>	<b>--</b>	<b>50</b>	<b>0</b>	<b>50</b>

**Course Outcomes (COs):**

- CO1. To handle field survey and gain the knowledge
- CO2. Able to learn the behavioral approach and develop the communication skills
- CO3. Expose to the local areas and involved in the Public participation.
- CO4. Able to apply technique/ and methodology technology.
- CO5. Able to learn to prepare the report of field visit

**INTERNSHIP:**

A course requiring students to participate in a professional activity or work experience, or cooperative education activity with an entity external to the education institution, normally under the supervision of an expert of the given external entity. A key aspect of the internship is induction into actual work situations for 2 credits. Internships involve working with local industry, local governments (such as panchayats, municipalities ) or private organizations, business organizations, artists, crafts persons, and similar entities to provide opportunities for students to actively engage in on-site experiential learning.

**Note;**

1. 1 credit internship is equal to 30hrs on field experience.
2. Internship shall be Discipline Specific of 45-60 hours (2 credits) with duration 1-2 weeks.
3. Internship may be full-time/part-time (full-time during last 1-2 weeks before closure of the semester or weekly 4 hrs in the academic session for 13-14 weeks). College shall decide the suitable method for programme wise but not subject wise.
4. Internship mentor/supervisor shall avail work allotment during 6<sup>th</sup> semester for a maximum of 20 hours.
5. The student should submit the final internship report (45-60 hours of Internship) to the mentor for completion of the internship.
6. Method of evaluation: Presentations/Report submission/Activity etc.

## MODEL CURRICULUM

Program Name	<b>BA in Agriculture Marketing</b>	Semester	<b>Sixth Semester</b>
Course Title	<b>Internship</b>		
Course Code:	<b>Skill Enhancement Course</b>	No. of Credits	<b>2</b>
Contact hours		Duration of SEA/Exam	<b>Practical</b>
Formative Assessment Marks	<b>50</b>	Summative Assessment Marks	<b>NA</b>

### INTRODUCTION:

Internship [Organizational work] is an integral part of the curriculum. Its objective is to equip students with job skills and communication abilities, enabling them to bridge the gap between theoretical knowledge and practical application. The internship program incorporates various interventions that offer students exposure to real-life job experiences and expectations, empowering them with insights into the workings of different industries.

The internship is strategically positioned during the 6<sup>th</sup> semester of the Bachelors of Arts in Economics program. This timing provides students with a strong foundation in economics, enabling them to apply their knowledge in real-world settings. Additionally, the program caters to the critical need for teaching skills in economics and administration, enhancing the academic qualifications of students. Overall, the internship program aims to prepare students for the job market, thereby bridging the gap between academia and the professional world.

### OBJECTIVES:

**The objectives of conducting program are:**

1. To boost students' employability by imparting soft skills that are essential in everyday life.
2. To enable students discover their professional strengths and weaknesses and align them with the changing economic environment.
3. To provide an opportunity for students to apply theoretical concepts and knowledge in real life situations at the work place.
4. To prepare students to understand organization culture and familiarize them with the organization needs.
5. To enable students to manage resources, meet deadlines, identify and undertake specific goal-oriented tasks.
6. To sharpen domain knowledge and provide core competency skills.

## **Internship Requirements & General Guidelines:**

### **A. Nature of internship project work:**

1. Every Student is required to work in an organization (a firm, self- help groups/cooperatives/farms or any rural economy components) for at least two months as part of Internship.
2. The student shall identify an internship work place.
3. Maximum five students of the same department from a College/University shall work for Internship in the same organization.
4. Internship work may be to carry out Professional work.
5. The internship shall be paid or unpaid.
6. While, working from the organizational premises is encouraged, in certain cases, virtual internship shall be considered.

### **B. Duration of Internship:**

1. The Internship works shall be for a period of TWO months [Sixty Days].
2. The internship commence from the first day of the sixth semester.
3. Student is expected to carry out his/her Internship works during the first FIVE days of the week, and shall report to the department on a weekly basis.
4. The duration of the work shall be specified by the organization at the beginning of the program and the number of hours spent shall be in line with the prevailing rules.

### **C. Guide and Mentor:**

1. An internal mentor shall be assigned by the University/College for the smooth conduct and supervision of the internship program.
2. The internal mentor shall provide guidance students in securing internship and to monitor the progress.

#### D. Protocol of the Internship work:

1. The head of the institution shall issue an internship work authorization letter during the 5<sup>th</sup> semester to the College or Organization where student is expected to join the internship work.
2. Student is expected to take up the preliminary work such as identifying the organization and engaging in securing an offer from an organization
3. During the 5<sup>th</sup> semester, students who secured an offer must get consent offer signed by the principal/head to carry out internship.
4. Student must submit the joining report with the date of joining for internship to the department head through internal mentor.
5. In case of professional work, the student is expected to be regular in performing his/her duties/tasks assigned to him/her by the Organization.

#### E. Evaluation:

1. All the students should obtain a certificate of internship from the workplace. This certificate shall mention the name of the candidate, the organizations name and duration of work. A letter describing the work of the candidate is desirable. The certificate shall be submitted to the department head.
2. The performance of a candidate shall be assessed for maximum of 50 marks.
3. The assessment methods shall be decided by the Universities based on the existing conventions.
4. The assessment method shall consist of an internship report submitted by the students based on the work experience and a viva-voce/presentation.
5. **Viva-voce/Presentation:** There shall be a viva-voce examination will be conducted for by the department where each student is expected to give a presentation and submit necessary documents.

Assessment (IA)	
Assessment Occasion/type	Marks
Project Report	20
Presentation Skill	20
Viva	10
<b>Total</b>	<b>50 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

## UG Programme: 2023-24

### GENERAL PATTERN OF THEORY QUESTION COURSE FOR DSCC/OEC

**(60 marks for semester end Examination with 2 hrs duration)**

#### **Part-A**

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10 marks

#### **Part-B**

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

#### **Part-C**

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks  
(Minimum 1 question from each unit and 10 marks question may have sub questions for 7+3 or 6+4 or 5+5 if necessary)

**Total: 60 Marks**

**Note: Proportionate weight age shall be given to each unit based on number of hours Prescribed**