

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,
CHHATRAPATI SAMBHAJINAGAR.**



Circular / Syll. Sec./AEDP/ Uni.Cam. & Sub-Cam/Curriculum/ 2026.

It is hereby inform to all concerned that, as per direction by the Government; the **Academic Council & Management Council** at it's Meeting held on **02^{ed} June, 2026** & **06th June, 2026** has accepted the **"Following Subject wise Curriculum of AEDP programme as per Guidelines of NEP & University Norms"** to be implemented in the university main and sub-campus.

Sr. No.	Name of the UG Curriculum	Intake Capacity
01.	B.Sc. Geoinformatics (Honors)	40
02.	B.Sc. (Honours) in Chemistry & B.Sc. (Honours with Ressearch) in Chemistry	30
03.	B.Sc. Statistics with Data Analytics	30
04.	B.Sc. Printing & Packaging Technology (Honours)	20
✓ 05.	BBA-Agro Business Managment	30

This is effective from the Academic Year 2026-27 and onwards as per appended herewith.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University campus,
Chhatrapati Sambhajinagar-431 004.
Ref. No. SU/ AEDP/ Uni.Cam. &
Sub-Cam/Curriculum/ 2026/135-43

**Deputy Registrar
Syllabus Section**

Date: 06/ 07/ 2026.

Copy forwarded with necessary action to:-

- 1] The Head, Department of Geography/ Chemistry/ Statistics/ Printing & Packaging Technology/ Management-(Sub Campus),**
- 2] The Director, University Network & Information Centre, UNIC, with a request to upload this Circular on University Website.**
- 3] The Director, Board of Examinations & Evaluation,**
- 4] Public Relation Officer [PRO],**

Dr. Babasaheb Ambedkar Marathwada University,
Chhatrapati Sambhajinagar.

-***-

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,
CHHATRAPATI SAMBHAJINAGAR**

Faculty of Commerce and Management

Regulation Specific to

BBA Honors Programme

Apprenticeship Embedded Degree Programme (AEDP)

Applicable to

**University Department of Management Science
(Sub Campus Dharashiv)**



**Dr. Babasaheb Ambedkar Marathwada University,
Chhatrapati Sambhajinagar**

**As per UGC's AEDP Guidelines, Maharashtra Govt. GR and NEP 2020
(With Effect from Academic Year 2026-27)**

PREAMBLE

The global agricultural sector is undergoing a profound structural transformation. Driven by rapid technological advancements, shifting consumer demographics, global supply chain dynamics, and an urgent mandate for climate resilience, contemporary agriculture has evolved from a primary production activity into a highly sophisticated, commercialized, and technology-driven global business ecosystem. Navigating this complex landscape requires professional managers who possess a unique blend of core business acumen, digital literacy, and deep domain expertise across the entire agricultural value chain.

Concurrently, higher education is witnessing a critical shift toward experiential learning models that bridge the gap between academic theory and industry reality. The contemporary corporate agro-sector demands a workforce of "day-one ready" graduates who possess both strategic insights and practical, on-the-ground operational capabilities.

In response to these evolving industry and educational paradigms, the Department of Management Science (Sub campus Dharashiv) Dr. Babasaheb Ambedkar Marathwada University, Chhatrapati Sambhajinagar introduces the BBA Honors – Apprenticeship Embedded Degree Programme (AEDP) in Agribusiness Management. This premier undergraduate program is explicitly engineered to merge rigorous academic learning with structured, credit-bearing, on-the-job apprenticeship training. By embedding real-world corporate and field experience directly into the degree framework, the program provides an accelerated professional pathway for students, family-business successors, and budding entrepreneurs.

This document establishes the comprehensive regulatory framework, statutory guidelines, academic governance, and curricular architecture for the program. It aims to maintain the highest standards of academic integrity, ensure regulatory compliance with apprenticeship-embedded degree mandates, and provide a clear, operational roadmap for students, faculty, and corporate industry partners alike.

Through this innovative curriculum, the Department of Management Science commits to nurturing a premium cohort of highly skilled, socially responsible, and innovative Agro-Managerial leaders. Graduates of this program will possess the professional competency required

to drive profitability, efficiency, and technological modernization across corporate Agro-Businesses, while contributing meaningfully to rural development, sustainable farming practices, and national food security.

Programme Objectives

- ✓ To equip students with core business management skills. These skills are specially adapted to handle rural markets, agribusinesses, and farm operations.
- ✓ To bridge the industry-academia gap through apprenticeships. Students gain real-world experience and earn stipends through mandatory, year-long local placements.
- ✓ To produce professional managers for Farmer Producer Organizations (FPOs). Graduates will lead these organizations in financial compliance, corporate governance, and scale-driven marketing.
- ✓ To build modern, efficient post-harvest supply chains. This training includes cold-storage and warehousing management to minimize regional crop wastage.
- ✓ To empower youth using digital agricultural platforms and e-commerce. These tools connect local farmers directly to global markets and eliminate middleman exploitation.

Eligibility and Selection Criteria

Minimum eligibility is 10+2 in any stream or equivalent qualification as per university norms. Obtained at least 50% marks (45% marks in case of candidates belonging to reserved category) in the qualifying Examination / As per State CET Cell information Brochure

Duration

- BBA -ABM shall be 3 years/ 6 semesters. (132 Credits).
- BBA-ABM HONOURS shall be 4 years/ 8 semesters. (176 Credits)

Admission/Promotion Criteria

If candidate gets selected for BBA-ABM /BBA-ABM HONOURS course through STATE CET CELL admission process, he/she has to apply on the application form of the University provided with the prospectus. Once the candidate is admitted to the course, he/she will be promoted to

next semester with full carryon; subject to the registration of candidate in every consecutive semester. Dropout candidate will be allowed to register for respective semester in which he/she has failed, subject to the condition that his/her tenure should not exceed more than twice the duration of BBA course from the date of first registration at institute.

Grievance Redressal Scheme

University will provide the separate guidelines for Grievance Redressal Scheme.

Programme Structure and Credit Distribution

Award Level	Minimum Credits	NSQF Level	Program Duration	Apprenticeship Duration
UG Certificate	44 + 4 OJT	Level 4.5	1 Year	-
UG Diploma	88 + 4 OJT	Level 5	2 Year	-
UG Degree	132	Level 5.5	3 Year	One Semester
UG Honours Degree	176	Level 6	4 Year	Three Semester

Grade Awards

In order to pass the examination will be followed. Ten-point rating scale shall be used for evaluation of performance of the student to provide Letter Grade for each course and overall grade for this course. Grade points are based on the total number of marks obtained by him / her in all the heads of the examination of the course. These grade points and their equivalent range of the marks are shown separately in following:

Table-I: Ten Point grades and grade description

Sr. No.	Equivalent Percentage	Grade points for SGPA and CGPA	Grade	Grade Description
1.	90–100	9.00– 10	O	Outstanding
2.	80– 89.99	8.00–8.99	A++	Excellent
3.	70– 79.99	7.00–7.99	A+	Exceptional
4.	60– 69.99	6.00–6.99	A	Very Good
5.	55–59.99	5.50–5.99	B+	Good
6.	50– 54.99	5.00–5.49	B	Fair
7.	45– 49.99	4.50–4.99	C+	Average
8.	40.01–44.99	4.01–4.49	C	Below Average
9.	40	4.00	D	Pass
10.	Below40	0.00	F	Fail

Table-II: Classification for the degree is given as follows

Classification	Overall letter grade
First Class with distinction	<i>A+ and above</i>
First Class	<i>A</i>
Higher Second Class	<i>B+</i>
Second Class	<i>B</i>
Pass	<i>C+ to D</i>
Fail	<i>F</i>

In the event of student registered for the examination (i.e. Internal Tests/End Semester Examination/Practical/Seminar/Project Viva-voce), non-appearance shall be treated as the student deemed to be absent in the respective course. Minimum D grade shall be the limit to clear /pass the course/subject. A student with F grade will be considered as 'failed' in the

concerned course and he/she has to clear the course by reappearing in the next successive semester examinations.

Using table-I, Semester Grade Point Average (SGPA) and then Cumulative Grade Point Average (CGPA) shall be computed. Results will be announced at the end of each semester and Cumulative Grade Card with CGPA will be given on completion of the course. Computation of SGPA (Semester Grade Point Average) & CGPA (Cumulative Grade Point Average)

The computation of SGPA and CGPA will be as below:

Semester Grade Point Average (SGPA) is the weighted average of points obtained by a student in a semester and will be computed as follows:

$$\text{SGPA} = \frac{\text{Sum (Course Credit*Number of Points in concern course gained by the student)}}{\text{Sum (Course Credit)}}$$

The SGPA for every semester will be mentioned at the end of every semester.

The Cumulative Grade Point Average (CGPA) will be used to describe the overall performance of a student in all semesters of the course and will be computed as follows:

$$\text{CGPA} = \frac{\text{Sum (All semester SGPA)}}{\text{Total number of semesters}}$$

The SGPA and CGPA shall be rounded off to the second place of decimal.

Tripartite Agreement for Apprenticeship/Internship/OJT

A formal agreement for Apprenticeship/ Internship/OJT will be signed between:

- ✓ University Department
- ✓ Industry/Company/Startup
- ✓ Student (Apprentice)

This outlines the duties, training period, stipend (if applicable), and evaluation criteria.

Apprenticeship Model

Semester	Course Code	Component	Credits	Remarks
VI	MANBB601	Apprenticeship I	20	Full-Time Apprenticeship
VII	MANBB701	Apprenticeship II	20	Full-Time Apprenticeship
VIII	MANBB801	Apprenticeship III	20	Full-Time Apprenticeship

Attendance: Minimum 75% attendance at workplace. Apprenticeships must occur off-campus.

Credit System and ABC Integration

All credits earned (academic and apprenticeship) will be uploaded to the Academic Bank of Credits (ABC).

10 credits = ~360 hours of practical training or apprenticeship.

Evaluation Scheme for Apprenticeship/Internship/OJT

20%: Industry supervisor

20%: Faculty mentor (site visits, logs)

60%: Project Report, Seminar, Viva

Grading based on CBCS with CGPA, as per university norms.

Attendance and Promotion Criteria

Minimum 75% attendance per course.

Separate passing in Internal and External exams is mandatory (minimum 40%). Students will be promoted to the next semester with full carry-on.

Maximum program duration: 8 years for Honors and 6 Years for Degree

Roles and Responsibilities

Department/University

- Develop curriculum with NSQF/NHEQF alignment. Maintain MoU's and track industry partnerships.
- Assign faculty mentors and evaluate Apprenticeship/Internship/OJT performance.

Industry Partner

- Provide structured on-site training.
- Ensure compliance with Apprenticeship Act.
- Maintain performance records and assist in evaluations.

Student (Apprentice)

- Follow ethical, professional conduct.
- Submit weekly logs, final reports, attend reviews.
- Register on NATS/BOAT where applicable.

Stipend and Registration

Stipend to be paid directly by the establishment or through NATS/BOAT portal.

All apprenticeships to be formally registered on applicable government platforms.

Monitoring and Grievance Redressal

AEDP Director/Coordinator to maintain an online dashboard.

Submit semester-wise progress reports.

A grievance redressal mechanism will be established for students.

Exit and Re-entry Options

Students can exit and re-enter the Programme at defined stages.

Upon exit, they will receive a formal certification (UG Certificate/Diploma/etc.).

Re-entry possible within maximum tenure (6 Years/8 years) based on ABC credits.

Grade Card

- ✓ The university under its seal shall issue to the students a grade card on completion of each semester.
- ✓ Grade card shall contain the following:
 - ✓ Title of the courses along with code taken by the student.
 - ✓ The credits associated with and grades awarded for each course.

- ✓ The number of grade and grade point secured by the student.
- ✓ The total credits earned by the student in that semester.
- ✓ The SGPA of the student.
- ✓ The total credits earned by the student till that semester.
- ✓ The CGPA of the student.

Cumulative Grade Card

The grade card issued on completion of the programme shall contain the name of the programme, the department offered the programme, the titles of the courses taken, the credits associated with each course, grades awarded, the total credits earned by the student, the CGPA and the class in which the student is placed.

General Clause

It may be noted that beside the above specified rules and regulations all the other rules and regulations in force and applicable to semester system in Under Graduate courses in Dr. Babasaheb Ambedkar Marathwada University will be applicable as amended from time to time by the University. The students shall abide by all such Rules and Regulations.

Medium of Instruction

The medium of instruction shall be in English.

Outcome Based Education

Outcome Based Education (OBE) Approach: Outcomes are about performance, and this implies

- ✓ There must be a performer – the student (learner), not only the teacher
- ✓ There must be something performable (thus demonstrable or assessable) to perform
- ✓ The focus is on the performance, not the activity or task to be performed

Program Educational Objectives (PEOs)

Program Educational Objectives are a set of broad future- focused student performance outcomes that explicitly identify what students will be able to do with what they have learned, and what they will be like after they leave institute and are living full and productive lives. Thus, PEOs are what the program is preparing graduates for in their career and professional life.

Graduate Attributes (GAs):

Graduate Attributes (GAs) are the qualities, knowledge and capabilities that students are encouraged to take responsibility for developing throughout their studies and are the defining characteristics of the students passing out of the BBA program. These attributes include, but go beyond, the disciplinary expertise or technical knowledge.

Program Outcomes (POs):

Program Outcomes are a set of narrow statements that describes what students (learners) of the program are expected to know and be able to perform or attain by the time of graduation

Program Specific Outcomes (PSOs):

Program Outcomes are a set of narrow statements that describes what students (learners) of a particular specialization of the program are expected to know and be able to perform or attain by the time of graduation. PSOs are also a function of the various course combinations offered by the Institute.

Learning Outcomes:

A learning outcome is what a student CAN DO as a result of a learning experience. It describes a specific task that he/she is able to perform at a given level of competence under a certain situation. The three broad types of learning outcomes are:

- ✓ Disciplinary knowledge and skills
- ✓ Generic skills
- ✓ Attitudes and values

Course Outcomes (COs):

A set of specific statements that describes the complex performances a student should be capable of as a result of learning experiences within a course.

Teaching and Learning Activities (TLAs):

The set of pedagogical tools and techniques or the teaching and learning activities that aim to help students to attain the intended learning outcomes and engage them in these learning activities through the teaching process.

Outcome Based Assessment (OBA):

An assessment system that asks course teachers to first identify what it is that we expect students to be able to do once they have completed a course or program. It then asks course teachers to provide evidence that they are able to do so. In other words, how will each learning outcome be assessed? What evidence of student learning is most relevant for each learning outcome and what standard or criteria will be used to evaluate that evidence? Assessment is therefore a key part of outcome-based education and used to determine whether or not a qualification has been achieved.

Credit:

Credits represent the weight or value assigned to a particular Course. They reflect the amount of work, both in terms of time and effort, that a student is expected to put into the course. Courses with more credits typically require more hours of study, more assignments, and more comprehensive assessments, therefore, 4 credits theory/practical course will have weightage of 100 marks, 2 credit theory/practical courses will have weightage for 50 marks.

In terms of credits, for a period of one semester of 15 weeks.

- ✓ Every ONE-hour session per week of L amounts to 1 credit per semester
- ✓ A minimum of TWO hours per week of T amounts to 1 credit per semester
- ✓ A minimum of TWO hours per week of P amounts to 1 credit per semester

3 components viz. Lecture (L) + Tutorials (T) + Practice (Practical / Project Work / Self Study) (P) i.e. LTP Pattern. Indicative LTP, for each course, is documented in the syllabus. (if applicable) The course teacher may modify the LTP of the course in view of the course requirements, nature of the course, the level of learners and the type of pedagogy and assessment tools proposed.

Degree:

A candidate who has successfully completed all the Courses as prescribed for the BBA Degree (3 Years) & BBA Honors (04 Year) & as approved by the University with prescribed CGPA shall be eligible to receive the degree.

Session:

Each teaching-learning, evaluation session shall be of 60 minutes. However, department shall have the flexibility to define their time slots in a manner as to use their faculty and infrastructure resources in the best possible way and ensure effective learning.

Teaching-Learning Mode:

Off-Line, On-Line & Blended mode of teaching would be followed as per course requirements. The program also includes learning from SWAYAM platform if required.

Program Educational Objectives (PEOs):

PEO 1: Core Managerial & Domain Competency Graduates will establish successful professional careers in corporate agribusiness, retail chains, agritech firms, and banking institutions by effectively applying core management principles, financial strategies, and advanced technical knowledge of the agricultural value chain.

PEO 2: Industry Readiness & Operational Excellence Graduates will leverage their comprehensive on-the-job apprenticeship experience to immediately solve real-world operational challenges, optimize agro-supply chains, manage cold storage logistics, and implement modern digital technologies in agricultural business environments.

PEO 3: Entrepreneurship & Innovation Graduates will demonstrate an entrepreneurial mindset by launching new agribusiness ventures, scaling existing family agro-businesses, or driving innovation through new product development and sustainable agritech solutions.

PEO 4: Sustainability & Socio-Economic Impact Graduates will practice socially responsible leadership by championing sustainable farming practices, promoting organic agriculture, and developing business models that empower rural communities, ensure food safety, and enhance national food security.

PEO 5: Lifelong Learning & Professional Leadership Graduates will exhibit continuous professional growth, adaptability, and ethical leadership in a volatile global economy, advancing into senior executive roles or pursuing specialized higher education and professional certifications in global agribusiness management.

Program Outcomes (POs):

At the end of the BBA program the learner will possess the

PO 1: Domain Knowledge Acquire and apply comprehensive knowledge of core management disciplines alongside agribusiness concepts including agronomy, food processing, and rural economies.

PO 2: Operational & Apprenticeship Competency Demonstrate "day-one" work readiness by seamlessly transitioning classroom theory into operational execution, leveraging extensive hands-on experience gained during corporate and field apprenticeships.

PO 3: Supply Chain & Logistics Optimization Analyze, design, and manage efficient agro-supply chains, cold storage networks, and post-harvest logistics to minimize wastage and maximize value delivery.

PO 4: Agritech& Digital Literacy Deploy modern digital technologies, data analytics, AI, and precision farming tools to optimize agricultural inputs, predict market trends, and streamline corporate decision-making.

PO 5: Market Analysis & Commodity Trading Evaluate complex agro-market dynamics, consumer behavior, price fluctuations, and global trade policies to execute effective marketing strategies and manage commodity trading risks.

PO 6: Entrepreneurial & Agribusiness Strategy Formulate viable business plans, evaluate investment risks, and apply strategic frameworks required to launch innovative agritech startups or scale existing agricultural enterprises.

PO 7: Legal, Regulatory & Policy Awareness Navigate the legal frameworks, food safety standards, environmental compliance laws, and government policies that govern national and international agribusiness.

PO 8: Sustainability & Social Responsibility Incorporate ethical practices, climate-resilient strategies, and sustainable farming methodologies into business models to ensure food security and uplift rural communities.

PO 9: Leadership & Team Dynamics Function effectively as an individual, a team member, or a leader in diverse, multidisciplinary, and cross-cultural corporate and rural environments.

PO 10: Communication & Stakeholder Engagement Communicate complex corporate strategies and technical agricultural data clearly, persuasively, and professionally to diverse stakeholders, ranging from corporate executives to rural farmers.

Course Types:

DSC – Discipline Specific Core- The mandatory, fundamental foundation courses

DSE – Discipline Specific Elective- Advanced elective courses offered within your major department.

Minor- A secondary subject stream chosen by the student outside their major to gain broader expertise or an allied qualification.

GE / OE – Generic Elective / Open Elective- Interdisciplinary courses chosen from a completely different faculty pool to break traditional academic silos.

VSC – Vocational Skill Course- Practical, industry-aligned training designed to teach hands-on occupational skills directly applicable to employment.

SEC – Skill Enhancement Course- Focuses on value-added life skills, modern digital capabilities, and soft skills to enhance general employability.

AEC – Ability Enhancement Course- Mandatory courses focusing heavily on expression, language command, and communicative faculties. Typically splits into English and Modern Indian Languages (MIL).

VEC – Value Education Course- Centralized courses aimed at building ethical, social, and environmental consciousness among students.

IKS –Indian Knowledge System Courses introducing traditional systems of knowledge, historical frameworks, and classical Indian contributions to modern fields.

CC – Co-Curricular Course- Credit-earning sports, cultural, or physical development activities necessary for credit requirements.

CEP – Community Engagement Project- A fieldwork vertical where students connect with local communities, NGOs, or rural zones to understand and help solve real societal problems.

OJT (On-the-Job Training / Internship): Working in a real corporate or industry setting during summer breaks.

FP (Field Project): Real-world collections, surveys, or industrial case studies.

RP (Research Project / Dissertation): Independent research thesis supervised by a faculty guide.

Apprenticeship- An apprenticeship is a structured program combining paid, hands-on job training under a mentor with classroom instruction. It prepares individuals for specific careers, leading to an industry-recognized credential and a direct path to full-time employment.

Credit wise allotment:

Type	Sem1	Sem2	Sem3	Sem4	Sem5	Sem6	Sem7	Sem8	Course wise Credits
DSC	4	4	4	4	4	2			22
DSC	4	4	4	4	4				20
DSC	4	4							8
DSE					4				4
Minor			4	4	4				12
GE/OE	2	2	2	2					8
VSC		2	2		4				8
SEC	2			2			2	2	8
AEC	2	2	2	2					8
VEC		2	2						4
IKS	2								2
CC	2	2	2	2					8
CEP					2				2
OJT/FP/ Apprenticeship				2		20	20	20	62
	22	22	22	22	22	22	22	22	176

Each course shall have a unique alpha-numeric code.

For example:

MANBB101: Management Practices & Organizational Behavior

Here, MAN means Management Science, BB Means BBA course, 101 means Subject Code

Course Design:

The Department shall design the course structure including the detailed syllabus for this BBA program. The Department shall have the freedom to introduce new courses and / or to modify / redesign existing courses and replace any existing course with a new course to facilitate better exposure and training for the candidates.

Attendance:

A student must have 75% of mandatory attendance in each Course for appearing in the examination. In the event of Non-Compliance of Attendance criteria (75%), students will have to seek admission next year so as to complete the course. However, Student having 65% attendances with medical certificate can apply to the H.O.D. / Director for remission of the required attendance.

Specializations offered:

Agro- Business Management (ABM)

Assessment and Evaluation Rules:

Assessment stands as the cornerstone of the teaching-learning process, an indispensable facet shaping the educational journey of students. This evaluative process serves as a compass, guiding both Faculty and students towards perpetual improvement. Presented below are the guidelines essential for orchestrating a robust assessment framework for the program.

Assessment ought to blend Formative -Continuous Internal Evaluation (CIA) (serves as dynamic tool to support student growth and achievement throughout the learning process) with Summative -Semester End Evaluation (SEE) (to gauge the extent of students' understanding, knowledge retention, and skills acquisition), ensuring a balanced approach to gauging student progress.

There shall be uniform pattern of 40:60 for Continuous Internal Assessment (CIA) and Semester End Examinations (SEE) for Theory/Practical/Apprenticeship/OJT/Research Project/ Field Project /Summer In plant Training/Internship respectively.

Formative - Continuous Internal Assessment (CIA):

The Course Faculty shall prepare the scheme of Continuous Internal Assessment before commencement of the term. The said scheme shall explicitly state the linkages of each CIA with the Course Outcomes and define the targeted attainment levels for each CO.

Continuous Internal Assessment (CIA) Methods:

Course Faculty shall opt for a combination of CIA suggestive methods listed below. Teachers can use best of two from below mentioned table

Assessment Group Assessment Type / Activity

Group A (Individual Assessment)

Class Test

Open Book Test

Creating a Quiz

In-depth Viva-Voce

Group B (Individual Assessment)

Case Study

Case let

Situation Analysis

Presentations

Group C (Group Assessment)

Field Visit / Study tour and report of the same

Small Group Project & Internal Viva-Voce

Model Development

Role Play

Story Telling

Fish Bowls

Group D (Creative - Individual Assessment)

Learning Diary

Scrap Book / Story of the week / Story of the month

Written Home Assignment

Designing comic strips

Creating Brochures / Bumper Stickers / Fliers

Creating Crossword Puzzles

Creating and Presenting Posters

Writing an Advice Column

Library Magazines based assessment

Peer assessment

Autobiography/Biography

Writing a memo

Work Portfolio

Group E (Creative - Individual Assessment)

Learning Diary

Scrap Book / Story of the week / Story of the month

Creating a Quiz

Designing comic strips

Creating Brochures / Bumper Stickers / Fliers

Creating Crossword Puzzles

Creating and Presenting Posters

Writing an Advice Column

Library Magazines based assessment

Group F (Use of Technology - Individual Assessment)

Online Exam

Simulation Exercises

Gamification Exercises

Presentation based on Google Alerts

Webinar based assessment

Creating Webpage / Website / Blog

Creating infographics / infomercial

Creating podcasts / Newscast

Discussion Boards

Guidelines for Community Services / Mini-Project / On-the-Job Training/ Apprenticeship / Research/ Field Project:

Community Services:

During the “Community Services” leading to sensitivity towards issues of social relevance. Report would carry assessment weightage of 50 marks in end semester exam. Students need to select a common theme for class and do the community services course. Example: E-waste Management Awareness Campaign. In which students expected to reach at home and aware them about E-waste Management. Take photographs if possible and write detailed about it. Complete the file as per teacher’s instruction and skill sheet and submit. At the end of semester students has to face viva for same.

Mini-Project:

To develop amongst students’ skills, these activities need to be monitored and evaluated by the mentor/ guide of the respective institution.

On-the-Job Training (OJT):

On Job Training (OJT) is an integral component of the program that provides students with a unique opportunity to bridge the gap between theoretical knowledge gained in the classroom and practical application in a real-world environment. This training aims to equip students with both technical and non-technical skills that are essential for success in the industry.

In case he/she seeks the Exit Option to earn CERTIFICATE /DIPLOMA before the commencement of the full program, Student shall undertake an On-the-Job Training (OJT) at the end of Semester.

A. Nature of the OJT:

- ✓ On-the-Job Training (OJT) program shall be of 06 weeks for Exit Option.
- ✓ OJT must be conducted outside the academic institution to expose students to real-world work environment.
- ✓ OJT must be done individually. Group projects are not permitted.
- ✓ OJT may involve actual tasks relevant to the demands of the industry / organization where the student is carrying out the OJT.
- ✓ OJT should involve fieldwork / desk work in the organization.
- ✓ Primary data collection is mandatory for Research based OJT.
- ✓ Research based OJT can be quantitative / qualitative in nature or even use mixed approaches.
- ✓ Research based OJT can involve surveys, interviews, case studies or observation studies.
- ✓ It is mandatory for the student to seek advance written approval from the faculty mentor and the Director of the Institute about the type of work and organization before commencing the OJT

B. OJT Mentors:

Each student shall be assigned two mentors.

• Faculty Mentor from the institution:

Faculty Mentor Role: The faculty mentor serves as the overall coordinator of the OJT program of the assigned / allotted students. They oversee the entire internship process and evaluate the quality of the OJT in a consistent manner across all the assigned students. The faculty mentor ensures that the OJT aligns with the BBA program's objectives and provides valuable learning

opportunities. They also facilitate communication between the institution, industry mentor, and student to ensure a fruitful OJT experience.

• **Industry mentor from the host organization where the student undertakes the OJT:**

Industry Mentor Role: The industry mentor plays a crucial role in guiding the student during the internship. They ensure that the internee fulfils the requirements of the organization and successfully meets the demands of the assigned project. Through their expertise and experience, industry mentors provide valuable insights into real-world practices and industry expectations

D. Submissions for OJT:

OJT Progress Diary: Each student shall maintain an OJT Progress Diary detailing the work carried out and the progress achieved on a daily basis. Daily entry can be of 3- 4 sentences giving a very brief account of the learning/activities/ tasks / interaction taken place. The faculty mentor will be monitoring the entries in the diary regularly. The student shall submit the duly signed and stamped OJT Progress Diary along with the OJT Report. Soft copy diaries (with time stamp) are also permitted.

OJT Report: A student is expected to make a report based on the OJT he or she has done in an organization. The student shall submit TWO hard copies & soft copy of the OJT report to the institute. One hard copy of the OJT report is to be returned to the student by the Institute after the External Viva-Voce. In the interest of environmental considerations, students are encouraged to print their OJT reports on both faces of the paper. Spiral bound copies may be accepted.

OJT report should contain the following:

- ✓ Institute's Certificate
- ✓ Certificate by the Company
- ✓ Formal feedback from the company guide
- ✓ Executive Summary
- ✓ Organization profile
- ✓ Outline of the problem/task undertaken
- ✓ Research methodology & data analysis (in case of research projects only)

- ✓ Relevant activity charts, tables, graphs, diagrams, pictures, screenshots, AV material, etc.
- ✓ Learning of the student through the OJT
- ✓ Consideration to factors such as environment, safety, ethics, cost, professional (national & international) standards
- ✓ Contribution to the host organization
- ✓ References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc

Interaction between mentors: It is suggested that a meet-up involving the intern, industry mentor, and the faculty mentor should be done as a mid- term review to ensure the smooth conduct of the OJT. The meeting can preferably be online to save time and resources. The meeting ensures the synergy between all stakeholders of the OJT. A typical meeting can be of around 15 minutes where at the initial stage the intern briefs about the work and interaction goes for about 10 minutes. This can be followed by the interaction of the mentors in the absence of the intern. This ensures that issues between the intern and the organization, if any, are resolved amicably.

E. OJT workload for the faculty:

Every student is provided with a faculty member as a mentor. So, a faculty mentor will have a few students under him/her. A faculty mentor is the overall in-charge of the OJT of the allocated students. He/she constantly monitors the progress of the OJT by regularly overseeing the diary, interacting with the industry mentor, and guiding on the report writing etc.

F. Evaluation Pattern:

Formative Continuous Internal Assessment (CIA) of OJT Weightage (OJT Progress Diary): 40%.

Criteria for External (Semester End Examination) Assessment Weightage (OJT Report): 60%.

Formal Evaluation from the industry mentor

The students shall also seek a formal evaluation cum feedback of their OJT from the industry mentor. The formal evaluation cum feedback by the industry mentor shall comment on the nature and quantum of work undertaken by the student, the effectiveness and overall professionalism.

The learning outcomes of the OJT and utility of the OJT to the host organization must be specifically highlighted in the formal evaluation cum feedback by the industry mentor. The OJT evaluation sheet duly signed and stamped by the industry mentor shall be included in the final OJT report.

General Assessment:

- i) Punctuality: Consistently attends work on all scheduled days, arrive promptly, and remains committed to completing the required hours.
- ii) Sincerity: Demonstrates dedication by diligently meeting the organization's quality standards and exhibits a willingness to exert additional effort to accomplish assigned tasks effectively.
- iii) Initiative: Exhibits a proactive approach by exploring innovative methods for task execution, identifies obstacles, and persistently strives to overcome challenges.
- iv) Commitment: Sets clear work-related objectives, prioritizing client/customer satisfaction, possesses a comprehensive understanding of job duties, and consistently delivers optimal performance.
- v) Attitude towards profession: Assumes accountability for personal actions, proactively engages in self-improvement through continuous learning, embraces new concepts and challenges, welcomes constructive feedback, upholds trustworthiness and confidentiality, treats individuals from all backgrounds with respect, maintains appropriate attire, and consistently arrives prepared for work.

Skills:

- i) Communication: Demonstrates proficient written and verbal communication skills while exhibiting good manners and etiquette in interactions.
- ii) Documentation: Proficiently prepares relevant documents and maintains systematic organization of records.
- iii) Reporting: Effectively communicates work progress and accomplishments to higher authorities within the organization in a timely and appropriate manner.

iv) Achievement of Goals: Each Post graduate program outlines specific skills and abilities to be acquired upon completion. These objectives should be incorporated and emphasized here to track and ensure the attainment of programmatic goals.

- ✓ Written Report of OJT
- ✓ Presentation & Viva-voce

Apprenticeship

•At the end of fifth semester students shall undertake a Apprenticeship (as per structure) It is mandatory for the student to seek advance written approval from the faculty guide and the Director of the Institute about the organization before commencing the apprenticeship.

•Apprenticeship can be carried out in a Corporate Entity / NGO / SME / Government Undertaking / Cooperative Sector. Apprenticeship may be an operational assignment involving working by the student on a given task/assignment/project/ etc. in an organization / industry which essentially would exhibit a cross-functional orientation. It is expected that the apprenticeship shall sensitize the students to the demands of the workplace.

•Each student shall maintain a Apprenticeship Progress Diary detailing the work carried out and the progress achieved on a daily basis which carries a weightage of 50% marks as Part One of Internal Assessment. The student shall submit a written structured Apprenticeship report based on work done during this period. The student shall submit the Apprenticeship Progress Diary along with the Apprenticeship Report.

•Students shall also seek a formal evaluation of their Apprenticeship from the company/organization mentor. The formal evaluation by the company /organization mentor (Apprenticeship Mentor) shall comment on the nature and quantum of work undertaken by the student, the effectiveness and overall professionalism. The learning outcomes of the Apprenticeship and utility of the Apprenticeship to the host organization must be specifically highlighted in the formal evaluation by the company guide. The Apprenticeship Mentor Evaluation Sheet duly signed and stamped by the mentor shall be included in the final Apprenticeship report & the same would be assessed out of 50% of marks as Part Two of Internal Assessment.

The Apprenticeship report must reflect work and justify the same. The Apprenticeship report should be well documented and supported by –

- ✓ Institute's Certificate
- ✓ Certificate by the Company
- ✓ Formal feedback from the company guide
- ✓ Executive Summary
- ✓ Organization profile
- ✓ Outline of the problem/task undertaken
- ✓ Research methodology & data analysis (in case of research projects only)
- ✓ Relevant activity charts, tables, graphs, diagrams, AV material, etc.
- ✓ Learning of the student through the project
- ✓ Contribution to the host organization
- ✓ References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)
- ✓ Report Format as approved.

The student shall submit TWO hard copies of the Apprenticeship report before Semester end exam. One hard copy of the Apprenticeship report is to be returned to the student duly signed by the Project Guide & Director of the Department.

The external viva-voce shall be conducted after the theory exam of Semester & the said evaluation would be based on:

- ✓ Adequacy of work undertaken by the student
- ✓ Application of concepts learned
- ✓ Understanding of the organization and business environment
- ✓ Analytical capabilities
- ✓ Technical Writing & Documentation Skills
- ✓ Outcome of the project – sense of purpose
- ✓ Utility of the project to the organization
- ✓ Variety and relevance of learning experience

Rubrics:

The course teacher shall design Rubrics for each CCE. Rubrics are scoring tools that define performance expectations for learners. The course teacher shall share the approved Rubrics with the students at the start of the course. The rubric shall detail the following:

- ✓ Linkages of the CCE to CO's.
- ✓ A description of the assessment - brief concept note
- ✓ Criteria that will be assessed - the expected learning outcomes.
- ✓ Descriptions of what is expected for each assessment component - the expectations from the student.
- ✓ Substantive description of the expected performance levels indicating mastering of various components - the assessment criteria.
- ✓ The team composition, if applicable.
- ✓ The format and mode of submission, submission timelines
- ✓ Any other relevant details.

Passing Standards/Passing Criteria:

- i) To successfully pass each course, a candidate must achieve a minimum of 40% in course which includes the Formative and Summative Assessment. This imperative benchmark stands as the threshold, ensuring a comprehensive understanding and mastery of the subject.
- ii) There will be separate passing marks designated for the Continuous Internal Assessment (CIA) and semester end examination (SEE). The students must secure / achieve a minimum of 40% of marks in CIA as well as 40% of marks in the SEE.
- iii) The student must independently secure / achieve a minimum of 40% of marks in CIA as well as 40% of marks in the SEE. In the event of a candidate failing to secure of 40% of marks in CIA but secured 40 % of marks in SEE, the student will be required to reappear for the CIA only, and vice versa.
- iv) Should a course include both theory and practical components, candidates must independently pass both theory and practical aspects. In the event of a candidate failing in the practical component but passing in the theory examination, they will be required to reappear for the practical examination only, and vice versa.

- v) Upon successfully achieving a minimum score of 40% in all courses, the candidate will be declared as having passed the program for that semester.
- vi) Upon successfully achieving a minimum score of 40% in all courses across all semesters, the candidate will be declared as having passed the entire program.
- vii) According to the Maharashtra Public Universities Act, 2016, section 89, chapter VIII, the university is obligated to declare the results of every examination and evaluation conducted within thirty days from the last date of examination for that particular course, and under no circumstances should the results be declared later than forty-five days.

GENERAL CLAUSE

It may be noted that beside the above specified rules and regulations all the other rules and regulations in force and applicable to semester system in post-graduate courses in Dr. Babasaheb Ambedkar Marathwada University shall be applicable as amended from time to time by the University. The students shall abide by all such Rules and Regulations.

Semester – I

Sr. No.	Course Title	First Semester			Total Credits	Total Lectures (Teaching/Lectures/Week)	Scheme of Examination			
		Course Code	Course Type	Credits			Max Marks	UA	IA	Min Marks
1	Perspective of Management & Organizational Behavior	MANBB101	DSC-1	4	12	4	100	60	40	40
2	Managerial Accounting	MANBB102	DSC-2	4		4	100	60	40	40
3	Agricultural Economics	MANBB103	DSC-3	4		4	100	60	40	40
4	Basics of Agriculture	MANBB104	GE/OE-1	2	2	2	50	30	20	20
5	MS Office for Agricultural Business	MANBB105	SEC-1	2	2	2	50	--	50	20
6	Communication Skills in English	MANBBxxx	AEC-1	2	6	2	50	30	20	20
7	History of Marathwada	MANBBxxx	IKS-1	2		2	50	30	20	20
8	Health and Wellness	MANBBxxx	CC-1	2		2	50	--	50	20
				Total	22		550	270	280	220

Note:- GE/OE is not available in sub Campus hence it is offered from Department itself.

Semester – II

Sr. No.	Course Type	Second Semester			Total Credits	Total Lectures (Teaching/Lectures/Week)	Scheme of Examination			
		Course Code	Course Type	Credits			Max Marks	UA	IA	Min Marks
1	Human Resource Management	MANBB201	DSC-4	4	12	4	100	60	40	40
2	Financial Management	MANBB202	DSC-5	4		4	100	60	40	40
3	Marketing Management	MANBB203	DSC-6	4		4	100	60	40	40
4	Business Law	MANBB204	GE/OE-2	2	2	2	50	30	20	20
5	IT for Agriculture	MANBB205	VSC-1	2	2	2	50	30	20	20
6	Personality Development	MANBB206	AEC-2	2	6	2	50	--	50	20
7	Environmental Studies	MANBB207	VEC-1	2		2	50	30	20	20
8	Yoga Education/Sports/Fitness	MANBBxxx	CC-2	2		2	50	--	50	20
				Total	22		550	270	280	220
Exit Option: Award of UG Certificate with 44 Credits and an additional 4 credits of OJT OR Continue										

Note:- GE/OE is not available in Sub-Campus hence it is offered from Department itself.

Semester – III

Sr. No.	Course Title	Third Semester			Total Credits	Total Lectures (Teaching/Lectures/Week)	Scheme of Examination			
		Course Code	Course Type	Credits			Max Marks	UA	IA	Min Marks
1	Agro and Allied Processing Management	MANBB301	DSC-7	4	8	4	100	60	40	40
2	Foundation of Agro Marketing	MANBB302		4		4	100	60	40	40
3	E-Commerce and Agriculture	MANBB303	M-1	4	4	4	100	60	40	40
4	Agro Tourism	MANBB304	M-2	4		4	100	60	40	40
5	Cooperative Management	MANBB305	GE/OE-3	2	2	2	50	30	20	20
6	Market Survey	MANBB306	VSC-2	2	2	2	50	---	50	20
7	Soft skills	MANBB307	AEC-3	2	2	2	50	30	20	20
8	Ethics and Values	MANBB308	VEC-2	2	4	2	50	--	50	20
9	Cultural Activities/NSS/NCC	MANBBxxx	CC-3	2		2	50	--	50	20
				Total	22		550	240	310	220

Note:- GE/OE is not available in Sub-Campus hence it is offered from Department itself.

Select any one from M1 or M2

Semester – IV

Sr. No.	Course Title	Fourth Semester			Total Credits	Total Lectures (Teaching/Lectures/Week)	Scheme of Examination			
		Course Code	Course Type	Credits			Max Marks	UA	IA	Min Marks
1	Agricultural Supply Chain Management	MANBB401	DSC-9	4	8	4	100	60	40	40
	Agricultural Import and Export	MANBB402	DSC-10	4		4	100	60	40	40
2	Agricultural Retailing	MANBB403	M-3	4	4	4	100	60	40	40
	Dairy Business Management	MANBB404	M-4	4		4	100	60	40	40
3	Banking and Insurance	MANBB405	GE/OE-4	2	2	2	50	30	20	20
4	Agro Business Case Studies	MANBB406	SEC-2	2	2	2	50	--	50	20
5	Digital Marketing	MANBB407	AEC-4	2	2	2	50	30	20	20
6	Mini Project	MANBB408	FP-1	2	2	2	50	--	50	20
7	Fine/Applied/Visual/Performing Arts/		CC4	2	2	2	50	--	50	20
				Total	22		550	240	310	220
Exit Option: Award of UG Diploma with 88 Credits and an additional 4 credits of OJT OR Continue										

Note:-GE/OE is not available in sub Campus hence it is offered from Department itself.
Select any one from M3 or M4

Semester – V

Sr. No.	Course Title	Fifth Semester			Total Credits	Total Lectures (Teaching/Lectures/Week)	Scheme of Examination			
		Course Code	Course Type	Credits			Max Marks	UA	IA	Min Marks
1	Agricultural Entrepreneurship	MANBB501	DSC-10	4	8	4	100	60	40	40
	Govt. Initiatives for Agricultural Development	MANBB502	DSC-11	4		4	100	60	40	40
2	Food Processing & Packaging	MANBB503	DSE-1	4	4	4	100	60	40	40
	Micro Financing and Social Entrepreneurship	MANBB504	DSE-2	4			100	60	40	40
3	Automation in Agricultural	MANBB505	M-5	4	4	4	100	60	40	40
	New Trends in Agriculture	MANBB506	M-6	4			100	60	40	40
4	Business Plan	MANBB507	VSC-3	4	4	4	100	--	100	40
5	Community Services	MANBB508	CEP-1	2	2	2	50	--	50	20
				Total	22		550	240	310	220

Note:-

Select any one subject from DSE-1 or DSE-2

Select any one subject from M5 or M6

Semester VI

Sr No.	Course Type	Sixth Semester			Total Credits	Total Lecture s (Teaching/ Lectures/ Week	Scheme of Examination			
		Course Code	Course Type	Credits			Max Marks	UA	IA	Min Marks
1	Apprenticeship	MAN BB60 1	AP	20		-	500	300	200	200
2	Research Methodology	MAN BB60 2	DSC	2	22	2	50	30	20	20

Note:- Theory lectures of Research Methodology can be covered through online mode during Apprenticeship.

Semester VII

Sr. No.	Course Type	Sixth Semester			Total Credits	Total Lectures (Teaching/Lectures/Week)	Scheme of Examination			
		Course Code	Course Type	Credits			Max Marks	UA	IA	Min Marks
1	Apprenticeship	MANBB701	AP	20	22	-	500	300	200	200
2	Project Report Writing	MANBB702	SEC	2		2	50	30	20	20

Note:- Theory lectures of Project Report Writing can be covered through online mode during Apprenticeship.

Semester VIII

Sr. No.	Course Type	Sixth Semester			Total Credits	Total Lectures (Teaching/Lectures/Week)	Scheme of Examination			
		Course Code	Course Type	Credits			Max Marks	UA	IA	Min Marks
1	Apprenticeship	MANBB801	AP	20	22	-	500	300	200	200
2	Seminar	MANBB802	SEC	2		2	50	-	50	20

Note:- Theory lectures of Seminar can be covered through online mode during Apprenticeship.

Semester- I

Course Title	Perspective of Management & Organizational Behavior			
Course Type	DSC-1			
Course Code	MANBB101	No. of Credits		4
		No. of Periods/Week		4
		Assignments/Sessional		40
		Semester Examination		60

Course Outcomes (COs)

At the end of the course, students will be able to:

CO-1	Understand the basics, principles of Management and roles and responsibilities of Managers.
CO-2	To get equip students with the knowledge of Evolution of Management Thoughts and Organizational Behavior
CO-3	To train students with Functions of Management
CO-4	To know basics of organizational behavior and the foundation of individual behavior in organizational setup.
CO-5	Apply management and behavioral concepts in real life business scenario.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1										
CO-2										
CO-3										
CO-4										
CO- 5										
AVG										

**Mapping of Course Outcomes (COs) with Program Outcomes (POs)
(Course Articulation Matrix)**

Prerequisites	Basic understanding of business, communication skills.
UNIT I	Introduction to Management: • Meaning, Nature and Scope of Management • Management as Science, Art and Profession • Levels of Management • Managerial Roles and Skills • Evolution of Management Thought ✓ Scientific Management – F.W. Taylor ✓ Administrative Theory – Henri Fayol
UNIT II	Planning and Organizing: • Planning: Meaning, Importance and Process. Types of Plans. Decision making • Organizing: Meaning and Principles, Organizational Structures, Delegation and Decentralization. • Controlling: Meaning, Importance • Directing: Meaning, Importance, Setting Standards, majoring performance
UNIT III	Introduction to Organizational Behaviour: • Organizational Behaviour: Meaning, Nature, Scope, Importance • Models of Organizational Behaviour • Individual Behaviour • Personality and Attitude • Perception and Learning • Emotional Intelligence • Transactional Analysis • Johari Window
UNIT IV	Motivation and Leadership: • Meaning and Importance of Motivation • Theories of Motivation • Maslow's Need Hierarchy Theory • Herzberg's Two Factor Theory • McGregor's Theory X and Theory Y • Leadership: Meaning and Importance • Leadership Styles
UNIT V	Group Behavior and Organizational Culture: • Group Dynamics • Team Building • Conflict Management • Organizational Culture • Organizational Change • Organizational Development • Ethics and Social Responsibility

Text Books	1. Principles of Management by Harold Koontz and Heinz Weihrich 2. Management Theory and Practice by C. B. Gupta 3. Principles and Practice of Management by L. M. Prasad 4. Organizational Behavior–Stephen P. Robbins, Pearson Education 5. Organizational Behavior–K. Aswathappa, Himalaya Publishing House
Reference books	1. Management by Peter F. Drucker 2. Management - Robbins, S. P., & Judge, T. A.
Web References	

Course Title	Managerial Accounting			
Course Type	DSC-2			
Course Code	MANBB102	No. of Credits		4
		No. of Periods/Week		4
		Assignments/Sessional		40
		Semester Examination		60

Course Outcomes (COs)

At the end of the course, students will be able to:

CO-1	To explain the basic concepts and importance of managerial accounting.
CO-2	Classify and interpret different types of costs.
CO-3	To prepare and understand simple budgets.
CO-4	Analyze business performance using accounting information.
CO-5	To apply managerial accounting tools for decision-making.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1										
CO-2										
CO-3										
CO-4										
CO- 5										
AVG										

Mapping of Course Outcomes (COs) with Program Outcomes (POs)
(Course Articulation Matrix)

Prerequisites	Basic numerical ability and a general understanding of business concepts; no prior accounting knowledge is required.
UNIT I	Introduction to Managerial Accounting • Scope of managerial accounting • Objectives and Functions of Managerial Accounting • Difference between financial and managerial accounting • Role of managerial accounting in business • Uses of accounting information • Tools and Techniques of Managerial Accounting • Limitations of Managerial Accounting
UNIT II	Cost Concept and Classification • Meaning and Types of Cost • Cost Classification: ▪ Fixed, Variable, Semi-variable Costs ▪ Direct and Indirect Costs • Cost Sheet Preparation (Basic Format) • Introduction to Costing Methods (Overview only) • Break-even Concept (basic understanding)
UNIT III	Budgeting and Budgetary Control • Meaning, Objectives, and Importance of Budgeting • Types of Budgets: ▪ Sales Budget ▪ Production Budget ▪ Cash Budget ▪ Flexible Budget • Preparation of Functional Budgets • Budgetary Control System • Advantages and Limitations of Budgeting • Business planning through budgeting
UNIT IV	Marginal Costing and Cost-Volume-Profit Analysis • Meaning and Features of Marginal Costing • Contribution, P/V Ratio, Margin of Safety • Break-even Analysis (Graphical and Analytical) • Cost-Volume-Profit (CVP) Analysis • Decision-making using Marginal Costing: ▪ Make or Buy Decision ▪ Pricing Decisions ▪ Product Mix Decisions
UNIT V	Decision Making and Reporting • Performance evaluation

	• Variance analysis • Management reporting • Business problem solving • Decision-making using accounting data
Text Books	1. Management Accounting by Arora, M. N., Himalaya Publishing House, 2017 2. Cost Accounting: A Managerial Emphasis. Horngren, Charles T., et al. Pearson, 2018. 3. Management Accounting, Gupta, S. P. Sahitya Bhawan Publications, 2022. 4. Khan, M. Y., and P. K. Jain. <i>Management Accounting</i>. 7th ed., McGraw Hill Education, 2017.
Reference books	
Web References	

Course Title		MS Office for Agricultural Business		
Course Type		SEC-1		
Course Code		MANBB105	No. of Credits	2
			No. of Periods / Week	2
			Assignments / Session	20
			Semester Examination	30

Course Outcomes (COs):

At the end of the course, students will be able to:

CO1:		Explain the scope, importance, and major branches of agriculture in the Indian economy.
CO2:		Understand soil science, fertility management, and its role in crop productivity.
CO3:		Identify major crops, cropping systems, and suitable farming practices for different regions.
CO4:		Analyse agricultural inputs (seeds, fertilizers, machinery) and their efficient utilization.
CO5:		Promote awareness of sustainable and organic farming principles.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1										
CO-2										
CO-3										
CO-4										
CO-5										
AVG										

Prerequisites	Basic knowledge of computer operations and internet browsing.
UNIT I	MS Word • Introduction to MS Word user interface and document creation. • Formatting tools, styles, tables, and mail merge. • Creating professional reports: Project proposals, and business letters. • Inserting images, charts, and tables for crop data and survey reports. • Advanced features: Track changes, comments, and document protection for official agricultural reports.
UNIT II	MS Excel • Introduction to Excel user interface, worksheets, and formulas. • Data entry, sorting, filtering, and conditional formatting for farm records. • Basic functions: SUM, AVERAGE, COUNT, IF, and VLOOKUP for input • Creating charts and graphs for Sales Achievements and market prices. • Farm budgeting, cost analysis, and simple financial calculations using Excel.
UNIT III	MS Excel Advanced Tools • Pivot Tables and Pivot Charts for analysing sales, inventory, and market data. • Data validation and what-if analysis for planning. • Creating dashboards for farm performance monitoring. • Introduction to basic macros and templates for repetitive tasks.
UNIT IV	MS PowerPoint Presentation • Creating effective presentations: Design themes, layouts, animations. • Inserting tables, charts, images, and multimedia for projects. • Preparing presentations for: Project proposals, farmer training programs, and stakeholder meetings. • Best practices for professional delivery and slide management. • Exporting and sharing presentations for agribusiness use.
UNIT V	Integration of MS Office Tools with the new ERA of Applications • Integrating Word, Excel, and PowerPoint for comprehensive reports. • Using One Drive and Office 365 for collaboration in projects. • Exporting data between applications (Excel to Word/PowerPoint). • Introduction to agricultural software integration and basic Google Workspace alternatives. • Practical projects: Creating a complete agribusiness proposal (Report + Budget + Presentation).

**Reference
books**

1. MS Office 2019 / 365 – A Practical Approach, Sanjay Saxena, Vikas Publishing House Pvt. Ltd., New Delhi
2. Fundamentals of Computers and Information Technology with MS Office, Dr. Sushil Kumar, Dr. Rajan, Kalyani Publishers, Ludhiana
3. MS-CIT Reference Book 2026 by MKCL

Course Title	Communication Skills in English			
Course Type	AEC-I			
Course Code	--	No. of Credits		2
		No. of Periods/Week		2
		Assignments/ Sessional		20
		Semester Examination		30
Common to all (Syllabus Attached)				

Course Title	History of Marathwada			
Course Type	IKS-1			
Course Code	--	No. of Credits		2
		No. of Periods/Week		2
		Assignments/Sessional		50
		Semester Examination		--

Common to all (Syllabus Attached)

Course Title	Health and Wellness			
Course Type	CC-1			
Course Code	--	No. of Credits		2
		No. of Periods/Week		2
		Assignments/Sessional		50
		Semester Examination		--
Common to all (Syllabus Attached)				

Semester II

Course Title	Human Resource Management			
Course Type	DSC-4			
Course Code	MANBB201	No. Of Credits		4
		No. of Periods/Week		4
		Assignments/Sessional		40
		Semester Examination		60

Course Outcomes (COs)

At the end of the course, students will be able to:

CO-1	To make students understand the concept of Employability and Human Resource Management.
CO-2	To make students understand various HR skills required in present business scenario.
CO-3	To equip students with various functions of HR department,
CO-4	To make students ready for applying various HR concepts in real life.
CO-5	To make students able to analyze and alter HR policies as per situation

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1										
CO-2										
CO-3										
CO-4										
CO- 5										
AVG										

Mapping of Course Outcomes (COs) with Program Outcomes (POs)
(Course Articulation Matrix)

Prerequisites	Basic understanding of business, communication skills.
UNIT I	Introduction: • Employability: Meaning, Concept, Skills which make employable: Communication, Critical thinking, problem solving, time management, leadership, managing conflict, etc. • Human Resources: Knowledge, Skills, Attitude
UNIT II	Human Resource Management: • Meaning, Importance, Scope, History • Objectives and Functions • Corporate Objectives and HRM • Difference between personnel management and HRM
UNIT III	Procurement of Human Resources: • Human Resource Planning: Meaning, Importance, Process. • Job Design & Job Analysis • Recruitment: Meaning, Importance, Sources, Process. • Selection: Meaning, Importance of selection, Process of Selection. • Induction and Orientation
UNIT IV	Human Resource Development • Performance Analysis: Meaning, Importance, Methods, Process • Career Planning and Successions planning • Training: Meaning, Importance, Training Need Assessment, Training Process, Methods of Training, Evaluation of Training. • Difference between employee training and executive development • Promotion, Transfer & Demotion, Retention & Retrenchment strategies, Exit Interviews
UNIT V	Concepts in HRM • HR Dashboard • Employee Welfare • Wage and Salary Administration • Industrial Relations • Employee Engagement • HRIS

Text Books	• Dessler, Gary Human Resource Management, Prentice Hall • Aswathappa K. Human Resources and Personnel Management Tata McGraw Hill New Delhi, 1997. • P. SubbaRao; Personnel and Human Resource Management” Text & Cases, Himalay Publishing House. 2009.
Reference books	• Sarma A.M., Performance Management systems, Himalaya Publication House, 2008. • Kandula, Performance Management, strategies, interventions, Drivers, Printice Hall of India, 2007. • Cardy, Performance Management concepts skills & exercise, prentice Hall of India 2007.

Course Title	Financial Management			
Course Type	DSC-5			
Course Code	MANBB202	No. of Credits		4
		No. of Periods/Week		4
		Assignments/Sessional		40
		Semester Examination		60

Course Outcomes (COs)

At the end of the course, students will be able to:

CO-1	Understand the basic concepts, scope, and objectives of financial management.
CO-2	Analyze financial statements and interpret financial performance.
CO-3	Evaluate investment decisions using capital budgeting techniques.
CO-4	Understand financing decisions and sources of finance.
CO-5	Apply working capital management principles in business scenarios.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1										
CO-2										
CO-3										
CO-4										
CO-5										
AVG										

Mapping of Course Outcomes (COs) with Program Outcomes (POs)
(Course Articulation Matrix)

Prerequisites	Basic numerical ability and a general understanding of business concepts
UNIT I	Introduction to Financial Management • Meaning, nature and scope of Financial Management • Objectives: Profit Maximization vs Wealth Maximization • Role and responsibilities of a Financial Manager • Financial decisions: Investment, Financing, Dividend • Time Value of Money: Concept, Present Value and Future Value • Relevance of financial management in agri-business
UNIT II	Financial Statement Analysis • Meaning and types of financial statements • Income Statement and Balance Sheet (basic understanding) • Tools of financial analysis: Comparative statements, Common-size statements • Ratio Analysis: Liquidity, Profitability, Solvency, Efficiency ratios • Interpretation of financial statements • Limitations of financial analysis
UNIT III	Capital Budgeting Decisions • Meaning and importance of capital budgeting • Types of investment decisions • Methods of capital budgeting: • Payback Period • Accounting Rate of Return (ARR) • Net Present Value (NPV) • Internal Rate of Return (IRR) • Risk and uncertainty in investment decisions • Practical applications in agriculture and rural enterprises
UNIT IV	Financing Decisions • Meaning and importance of financing decisions • Sources of finance: Short-term and long-term • Equity shares, preference shares, debentures, retained earnings • Cost of capital: Concept and significance • Capital structure: Meaning and factors affecting it • Introduction to leverage: Operating and Financial leverage
UNIT V	Working Capital Management • Meaning and importance of working capital • Types: Gross and Net working capital • Components: Cash, Inventory, Receivables • Cash management techniques • Inventory management basics • Receivables management

	Working capital in agri-business context
Text Books	- Pandey, I. M. Financial Management. 11th ed., Vikas Publishing House, 2015. - Khan, M. Y., and P. K. Jain. Financial Management: Text and Problems. 7th ed., McGraw-Hill Education, 2017. - Prasanna Chandra. Financial Management: Theory and Practice. 10th ed., McGraw-Hill Education, 2019.
Reference books	- Van Horne, James C., and John M. Wachowicz Jr. Fundamentals of Financial Management. 13th ed., Pearson Education, 2009. - Brigham, Eugene F., and Joel F. Houston. Fundamentals of Financial Management. 14th ed., Cengage Learning, 2015.
Web References	

Course Title	Marketing Management		
Course Type	DSC-6		
Course Code	MANBB203	No. of Credits	4
		No. of Periods / Week	4
		Assignments / Session	40
		Semester Examination	60

Course Outcomes (COs):

At the end of the course, students will be able to:

CO1:	Explain fundamental concepts and the environment of Marketing Management.
CO2:	Analyse consumer behaviour and apply market segmentation, targeting, and positioning strategies.
CO3:	Make effective product and pricing decisions for value-added products.
CO4:	Design appropriate distribution and supply chain strategies.
CO5:	Develop integrated promotion strategies and address contemporary marketing challenges.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1										
CO-2										
CO-3										
CO-4										
CO- 5										
AVG										

Prerequisites	Basic knowledge of Management
UNIT I	Introduction to Marketing Management • Nature, scope, importance, and evolution of marketing. • Core concepts: Needs, Wants, Demand, Value, and Satisfaction. • Consumer goods marketing. • Marketing environment: Micro and macro environments. • Marketing in the Digital Era: Impact of technology and digital trends on marketing. • Green marketing, Internet marketing, Rural marketing
UNIT II	Consumer Behaviour and Market Segmentation • Consumer & Industrial Market • Consumer buying behaviour in markets B2C, B2B. • Factors influencing consumer behaviour. • Market segmentation, targeting, positioning. • Market research and demand forecasting.
UNIT III	Product and Pricing Decisions • Product mix, product life cycle, and branding in agriculture. • Packaging, labelling, and quality standards. • New product development in value-added agriculture. • Pricing strategies: Cost-based, competition-based, and value-based pricing.
UNIT IV	Distribution and Retailing • Marketing channels (Vertical – Horizontal) and channel intermediaries, • Channel design and management, direct marketing channels. • Retail: Store, Non-Store, Online, retailing practices, Personal Selling. • Physical distribution, logistics, and supply chain management. • Emerging trends in distribution (Digital platforms and contract farming).

UNIT V	Promotion mix: • Advertising, Personal Selling, Sales Promotion, and Public Relations. • Rural and agricultural advertising strategies. • Digital marketing and social media marketing. • Integrated Marketing Communication. • CRM, Customer Satisfaction • Marketing of Services
Reference books	Sr. No.,BookTitle, Author(s),Edition,Publisher 1. Marketing Management,Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth& G. Shainesh,17th Edition (2025) / 16th Edition, Pearson India 2. Marketing Management: Indian Perspectives, Ramaswamy& Namakumari,6th / Latest Edition, MacMillan India 3,Marketing Management. Ramaswamy& S. Namakumari, LatestEdition,Sage Publications / Macmillan 4. Principles of Marketing Management. C.B. Gupta,LatestEdition,"Sultan Chand & Sons, New Delhi" 5. Marketing Management,Rajan Saxena,6th / Latest Edition, McGraw-Hill Education (India)

Course Title	Business Law			
Course Type	GE/OE-2			
Course Code	MANBB204	No. of Credits		2
		No. of Periods/Week		2
		Assignments/ Sessional		20
		Semester Examination		30

Course Outcomes (COs)

At the end of the course, students will be able to:

CO-1	Describe the national and international legal system and the legal environment of business.
CO-2	Describe the relationship of ethics and law in business and define relevant legal terms in business.
CO-3	Explain basic principles of law that apply to business and business transactions.
CO-4	Evaluate the basic concepts regarding Intellectual Property Rights
CO-5	Apply knowledge in forming contracts, establishing organizations, using day to day legal instruments of transactions.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1										
CO-2										
CO-3										
CO-4										
CO- 5										
AVG										

Mapping of Course Outcomes (COs) with Program Outcomes (POs)
(Course Articulation Matrix)

Prerequisites	Basic understanding of concept of Law
UNIT I	Basics of Law& Indian Contract Act 1872 • Fundamentals & Conceptualization, • Essentials of a Valid Contract, • Process of Contract • Void-Voidable Contracts, • Performance & Breach of Contracts The Company Act, 1956 • Concept, Nature & Types of Companies • Formation of Company • Memorandum of Association & Articles of Association • Director & its Qualifications
UNIT II	The Sale of Goods Act, 1930 • Concept, Definitions • Solemnization of a Sale of Goods Contract • Paid & Unpaid Seller, Rights of an Unpaid Seller The Negotiable Instruments Act, 1881 • Types & Nature of Instruments, • Negotiation & Assignment, Holder-in-due Course, • Dishonor & Discharge of Negotiable Instruments, • Arbitration.
UNIT III	Intellectual Property Rights & Legal Aspects: • Patents Act (1970): Concept, Meaning, Benefits & Process of Registration • Copyright Act (1957): Concept, Meaning, Benefits & Process of Registration • Trade Marks Act (1999): Concept, Meaning, Benefits & Process of Registration • Designs Act (2000): Concept, Meaning, Benefits & Process of Registration
Reference Books	Kapoor, N.D. – Business Laws, Sultan Chand and Sons. Sreenivasan, M.R. – Business Laws, Margam Publications. Dhandapani, M.V. – Business Law, Sultan Chand and Sons. J.P. Mishra - An Introduction to Intellectual Property Rights Law Bulletin

Course Title	IT for Agriculture									
Course Type	VSC-1									
Course Code	MANBB205							No. of Credits	2	
							No. of Periods / Week	2		
							Assignments / Session	20		
							Semester Examination	30		
Course Outcomes (COs):										
At the end of the course, students will be able to:										
CO1:	Explain the fundamentals of IT, including hardware, software, and databases in agriculture.									
CO2:	Apply GIS, Remote Sensing, and Drones for precision farming and crop monitoring.									
CO3:	Use farm management software, ERP systems, and mobile apps for efficient farm operations.									
CO4:	Analyse agricultural data using IoT, sensors, and Big Data analytics for better decision-making.									
CO5:	Implement e-commerce platforms, digital marketing, cybersecurity, AI, and Blockchain in agribusiness.									
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1										
CO-2										
CO-3										
CO-4										
CO- 5										
AVG										

Prerequisites	Basic knowledge of Business Communication
UNIT I	Fundamentals of IT: Hardware, Software, Databases
UNIT II	Digital Tools in Agriculture: GIS, Remote Sensing, Drones.
UNIT III	Farm Management Software: ERP, Mobile apps for farmers
UNIT IV	Data Analytics and IoT: Big data, Sensor-based farming
UNIT V	E-commerce and Digital Marketing: Social Media Marketing, Google Marketing, Platforms like e-NAM(National Agriculture Market) Cyber security and Future Trends: AI, Blockchain in agri.

Reference books	Technology in Agriculture Editor: Fiaz Ahmad Publisher: IntechOpen (Open Access) Good for emerging technologies including drones, IoT, and data-driven agriculture. Remote Sensing and GIS for Agriculture (Various titles) Remote Sensing of the Environment by John R. Jensen GIS Applications in Agriculture series (Multiple volumes) ICT in Agriculture: Connecting Smallholders to Knowledge, Networks, and Institutions Publisher: World Bank Practical book focusing on e-commerce, digital platforms (like e-NAM), mobile apps, and extension services.
------------------------	--

Course Title	Personality Development			
Course Type	AEC-2			
Course Code	MANBB206	No. of Credits		2
		No. of Periods/Week		2
		Assignments/ Sessional		50
		Semester Examination		-

Course Outcomes (COs)

At the end of the course, students will be able to:

CO-1	Understand the concept of personality and factors influencing personality development.
CO-2	Develop effective verbal and non-verbal communication skills.
CO-3	Demonstrate leadership qualities, teamwork and interpersonal skills.
CO-4	Prepare professional resumes and perform effectively in interviews and group discussions.
CO-5	Exhibit confidence, positive attitude and professional etiquette in personal and professional life.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1										
CO-2										
CO-3										
CO-4										
CO- 5										
AVG										

**Mapping of Course Outcomes (COs) with Program Outcomes (POs)
(Course Articulation Matrix)**

Prerequisites	Basic understanding of concept of personality.
UNIT I	Introduction to Personality Development • Meaning and importance of personality • Determinants of personality • Types of personality • Self-awareness and self-analysis • SWOT analysis • Attitude formation and positive thinking • Goal setting and self-motivation Activities • Self-introduction session • Personal SWOT analysis • Goal-setting worksheet • Personality assessment test
UNIT II	Communication Skills • Process of communication • Verbal and non-verbal communication • Public speaking and presentation skills • Business etiquette and professional manners Activities • Extempore speech • Role plays • Presentation on current topics • Listening exercises • Body language observation activity
UNIT III	Interpersonal Skills and Team Building • Interpersonal relationships • Teamwork and collaboration • Leadership qualities • Conflict management • Negotiation skills • Group dynamics • Stress Management Activities • Team-building games • Group discussion • Leadership exercises • Case study analysis

	• Conflict resolution role play • Meditation
UNIT IV	Employability Skills • Resume and cover letter writing • Interview techniques • Group discussion techniques • Corporate grooming and etiquette • Career planning • Digital and workplace professionalism Activities • Mock interviews • Resume preparation • Mock group discussions • Corporate dress demonstration • LinkedIn/profile building activity
Text Books	• Personality Development and Soft Skills – Oxford University Press • Personality Development and Career Management – S. Chand Publications • Soft Skills – Orient BlackSwan • Business Communication – Vikas Publishing
Reference Books	• The 7 Habits of Highly Effective People by Stephen R. Covey • How to Win Friends and Influence People by Dale Carnegie • You Can Win by Shiv Khera • Developing Communication Skills • Soft Skills for Everyone

Course Title	Environmental Studies			
Course Type	VEC-1			
Course Code	---	No. of Credits		2
		No. of Periods/Week		2
		Assignments/Sessional		20
		Semester Examination		30
Common to all (Syllabus Attached)				

Course Title	Yoga Education			
Course Type	CC-2			
Course Code	Common to All	No. of Credits		2
		No. of Periods/Week		2
		Assignments/Sessional		50
		Semester Examination		--
Common to all (Syllabus Attached)				