



Rayat Shikshan Sanstha's
Sadguru Gadage Maharaj College, Karad
(An Autonomous College)
Affiliated to Shivaji University, Kolhapur

Name of the Programme : Short Term Course (Students who have passed XII standard examination in Arts / Science / Commerce / M.C.V.C. are eligible for certificate course)

Name of the Course (Subject): Certificate Course in Agri -Business Management

Term End Exam Theory paper 70 Marks	Study Tour 10 Marks	Project 20 Marks	Total Marks 100	Every year Three Months
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Introduced from June 2023

Course Objectives:

- 1) To create awareness among the students about this main sector in our country.
- 2) To enhance commercial approach in agriculture sector.
- 3) To generate opportunities of self-employment and establishment of their own business.
- 4) To familiarize the students with the concepts and agri-business skills.
- 5) To give actual experience of agri-business management by study tours.

Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	Unit I: Introduction to Agriculture 1.1 Meaning and definition of Agriculture 1.2 Nature and Scope of Agriculture 1.3 Importance of Agriculture 1.4 A brief History of Indian Agriculture	20	1. Lecture 2. PPT Videos
2	Unit II: Demand and Supply Management of Agriculture Product 2.1 Concept of Demand and Supply 2.2 Demand for Agriculture Product and its Determining Factors 2.3 Supply of Agriculture Products and its Determining Factors 2.4 Demand Forecasting	20	1. Lecture 2. Use of PPT 3. Videos 4. Video Lectures 5. You tube videos
3	Unit III: Concept of Agri Business 3.1 Meaning of Agri Business 3.2 Definition of Agri Business 3.3 Nature and Scope of Agri Business 3.4 Significance of Agri Business	25	1. Lecture 2. Use of PPT 3. Videos 4. Case study

4	Unit IV: Types of Agri Business 4.1 Analytical Industry 4.2 Processing Industry 4.3 Synthetic Industry 4.4 Service and Assembly Industry	25	1. Lecture Method 2. Use of PPT 3.
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References:

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- 2) Agri-Business Management- Dr.Prem Prakash
- 3) Agri-Business Management Theory & Practices-Shaji Lal Bairaxhandra Sen
- 4) Agricultural Economics and Agribusiness Management-Adler Bryant
- 5) Objective of Agribusiness Management-Shakti Ranjan Panigrahy Sanjiv kumar
- 6). Desai R G (2001): Agricultural Economics - Models Problems and Policy Issues, Himalaya Publishing House, Mumbai.
- 7). Kumar K N R (2015): Agricultural Production Economics, Volume-I, Daya Publishing House, A Division of Astral International Pvt. Ltd, New Delhi.
- 8) Lekhi R K & Singh Jogindar (2013): Agricultural Economics, Kalyani Publisher, New Delhi.
- 9) Reddy, Ram, Sastry & Devi (2010): Agricultural Economics Oxford & IBH publishing Co. Pvt. Ltd, New Delhi.
- 10) Sadhu A. N. & Singh Amarjit, Fundamentals of Agricultural Economics, (1996), Himalaya Publishing House, Bombay.
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- 12) Bilgram, S. A. R. (1996), Agricultural Economics, Himalaya Publishing House, Delhi.
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- 16) GOI (2007), Report of The Working Group on Risk Management in Agriculture for the Eleventh Five Year Plan (2007-2012) , GOI, New Delhi

