



KARNATAK UNIVERSITY, DHARWAD
ACADEMIC (S&T) SECTION
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



Tele: 0836-2215224
e-mail: academic.st@kud.ac.in
Pavate Nagar, Dharwad-580003
ಪಾವಟೆ ನಗರ, ಧಾರವಾಡ - 580003

NAAC Accredited
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/SSL-394A/2022-23/1055

Date: 23 SEP 2022

ಅಧಿಸೂಚನೆ

ವಿಷಯ: 2022-23ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ ಸ್ನಾತಕ ಕೋರ್ಸುಗಳಿಗೆ 3 ಮತ್ತು 4ನೇ ಸೆಮಿಸ್ಟರ್
NEP-2020 ಮಾದರಿಯ ಪಠ್ಯಕ್ರಮವನ್ನು ಅಳವಡಿಸಿರುವ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿಗಳು(ವಿಶ್ವವಿದ್ಯಾಲಯ 1) ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ ಇವರ
ಆದೇಶ ಸಂಖ್ಯೆ: ಇಡಿ 260 ಯುಎನ್ಇ 2019(ಭಾಗ-1), ದಿ:7.8.2021.
2. ಸಮಾಜವಿಜ್ಞಾನ ನಿಖಾಯ ಸಭೆಯ ಠರಾವುಗಳ ದಿನಾಂಕ: 12.09.2022
3. ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂ. 04, ದಿನಾಂಕ: 17.09.2022
4. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ: 22-09-2022

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶದ ಮೇರೆಗೆ, 2022-23ನೇ
ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಸಮಾಜವಿಜ್ಞಾನ ನಿಖಾಯದ ಎಲ್ಲ ಸ್ನಾತಕ ಕೋರ್ಸುಗಳ ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿ
(NEP)-2020 ರಂತೆ 3 ಮತ್ತು 4ನೇ ಸೆಮಿಸ್ಟರ್‌ಗಳಿಗಾಗಿ ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಅನುಮೋದಿತ
ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಪ್ರಕಟಪಡಿಸಿದ್ದು, ಸದರ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ. www.kud.ac.in ಅಂತರ್ಜಾಲದಿಂದ ಡೌನ್‌ಲೋಡ್
ಮಾಡಿಕೊಳ್ಳಲು ಸೂಚಿಸುತ್ತಾ, ವಿದ್ಯಾರ್ಥಿಗಳು ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ ತಂದು ಅದರಂತೆ
ಕಾರ್ಯಪ್ರವೃತ್ತರಾಗಲು ಕವಿವಿ ಅಧೀನದ / ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ ಸೂಚಿಸಲಾಗಿದೆ.

ಅಡಕ: ಮೇಲಿನಂತೆ

(Handwritten signature)
ಕುಲಸಚಿವರು.

ಗೆ,

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

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

04 - Year B.A. (Hons.) Program (Minor)

SYLLABUS for III and IV Semester
Course: ARICULTURAL MARKETING

SEMESTER - III: **DISCIPLINE SPECIFIC CORE COURSE (DSCC)** **AND OPEN ELECTIVE COURSE (OEC)**

DSCC – 3: Agricultural Economics **(Code: 013AGM011)**

OEC- 3: Agriculture and Economic Development **(Code: 003AGM051)**

SEMESTER IV:

DSCC - 4 : Agricultural Input Marketing **(Code: 014AGM011)**

OEC- 4: Agricultural Marketing and Economic Development **(Code: 004AGM051)**

[Effective from 2022-23]

AS PER N E P - 2020

Karnatak University, Dharwad
Four Years
Under Graduate Program in Agricultural Marketing for B.A. (Hons.)

Se m	Type Course	Course / Paper Title (All theory papers)	Course Code	Paper	Instructio n hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment (Internal) Marks	Summative Assessment (Sem End) Marks	Total Mark s	Credit	NEP Model	NEP Level
III	DSCC 3	Agricultural Economics	013AGM011	C3	3 hrs	42	2 hrs	40	60	100	03	C1	Level-6
	OEC-3	Agriculture and Economic Development	003AGM051	OEC-3	3 hrs	42	2 hrs	40	60	100	03	C1	Level-6
IV	DSCC 4	Agricultural Input Marketing	014AGM011	C4	3 hrs	42	2 hrs	40	60	100	03	C1	Level-6
	OEC-4	Agricultural Marketing and Economic Development	004AGM051	OEC-4	3 hrs	42	2 hrs	40	60	100	03	C1	Level-6

Name of Course (Subject): ECONOMICS
Programme Specific Outcome (PSO):

On completion of the 03/ 04 years Degree in Economics students will be able to:

PSO 1 :Understand economic vocabulary, methodologies, tools and analysis procedures.

PSO 2 : Understand and apply micro economics for the formulation of policies and planning.

PSO 3 :Apply economic theories and concepts to contemporary social issues, as well as analyze the policies.

PSO 4 : Understand the impact of government policies and assess the consequences of the policies on the parties involved.

PSO 5 : Compute and assess the real situation of the economy.

PSO 6 : Understand the basics of Quantitative techniques and their applications

PSO 7 : Critically evaluate the ongoing economic developments in India and abroad

PSO 8 : Understand research methods in economics

PSO 9 :Get trained in the art of economic modeling

B.A. Semester – III

Subject: Agricultural Marketing Discipline Specific Course (DSC)

Course No.-3

Course No.	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
Course No.3	DSCC	Theory	03	03	42 hrs	2hrs	40	60	100

Course No.3:

Title of the Course : Agricultural Economics (Code: 013AGM011)

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

CO1: understand and explain the different farming systems in India

CO2: comprehend the institutional and non-institutional factors affecting agriculture

CO 3: appreciate the agriculture credit and marketing system in India

Unit-I: Introduction to Agriculture Economics 14 hrs

Agricultural Economics: Introduction – Meaning, Nature of Agricultural Economics, Definition and Scope of Agricultural Economics; Farming Systems; Agricultural Production; Commercialization of Agriculture and Modernization of Agriculture.

Unit-II: Agriculture and Economic Development: 14 hrs

Agriculture in a Developing Economy - Share of Agriculture in National Income - Changing Phase of Agriculture - Interdependence and Complementarities between Agriculture and Industry - Need for Balanced Development.

Unit-III: Agriculture in India 14 hrs

Agriculture Production and Productivity, Cropping Pattern, Factors Affecting Cropping Pattern, Causes for Low Agriculture Production and Measures to Improve; Land Reforms-Meaning and Objectives and Measures; Co-operative farming systems-meaning and importance; Green revolution- Meaning, causes, achievements and weaknesses of Green Revolution; Irrigation-Source, Progress and Importance.

Unit- IV: Agriculture Marketing and Agriculture Credit in India 14hrs

Agriculture Marketing- Concept, Structure, Importance, Functions, Defects and Remedial: Regulated market in India: Co-operative marketing Society in India; Role of Government in promoting agriculture markets; Agriculture Credit in India: need, types, sources;

PRACTICAL SYLLABUS 02 Credits

Field visit: Farming Systems; Cropping pattern;

Visit to Krishi Vikas Kendra to understand the latest development in agriculture

Visit to nearby agro-processing industry

Practical application:

1. Prepare a report on share of agriculture in national income and state income
2. Project on agro – processing industry to understand the interdependence of agriculture and industry
3. Prepare an assignment on credit policy of financial institutions for agriculture

References:

- 1) Agricultural Problems in India by C.B.Memoria
- 2) Agricultural Economics by Dr. H.R.Krishnayagouda
- 3) Fundamentals of Agricultural Economics by Sadhu and Singh
- 4) Agricultural Prices –analysis and Policy by S.S. Acharya & N.L.Agarwal
- 5) Principles and Practices of Marketing by C.B.Memoria and R.L.Joshi.
- 6) Gupta, A. P. “Marketing of Agricultural Produce in India”. Vora and Company Publishers Pvt, Ltd., 3, Round Building, Kalbadevi, Mumbai – 400002

B.A. Semester – III
Subject: Agricultural Marketing

Open Elective Course (OEC 3) : OEC Course :
Agricultural Economics and Economic Development
(Code: 003AGM051)

Course No.	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
OEC-3	OEC	Theory	03	03	42 hrs	2hrs	40	60	100

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

CO1: understand and explain the history of land reforms and its measures

CO2: comprehend the food security problem and measures to tackle it

CO 3: appreciate the green revolution strategies and problems

Syllabus- Course OEC 3: Title- Agriculture and Economic Development	42 Hrs
----------------------------------------------------------------------------	---------------

Unit-I : Agricultural Economics:

14 Hrs

Meaning, Nature, scope and importance of agricultural economics; Role of agriculture in Indian Economy; Causes of low productivity; Measures to increase the productivity;

Unit-II: : Land Reforms, Irrigation and Cropping pattern

14 Hrs

Need and scope for land reforms. Objectives of land reforms; Land reforms measures; Meaning and types of irrigation; Meaning, Characteristics and factors affecting the cropping pattern

Unit-III: Food problem and Food Security in India:

14 Hrs

Nature and causes for food problem. Remedial measures to solve food problem. Green Revolution-Meaning and causes of green Revolution; Achievements and weaknesses of green Revolution; Concept of Food security; food self-sufficiency; Public Distribution system and its impact on poverty; PDS

Pedagogy: Lecture, Problem solving, seminar, presentation, activities, group discussion, field visit, project work, etc.,

Practicum:

1. Visit to Progressive Farmer's Field.
2. Visit to Irrigation project.
3. Visit to Raith Sampark Kendra.
4. Visit to Fair Price Shop.

References:

1. Agricultural Marketing in India by S.S. Acharya & N.L. Agarwal.
2. Agricultural Problems in India by C.B. Memoria.
3. Agricultural Marketing by H.R. Krishnagouda.
4. Indian Economy by A.N. Agarwal.
5. Indian Economy by Mishra and Puri.

Journals and Magzines

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

End of Semester III

Course No.-4

Course No.4 Title of the Course : Agricultural Input Marketing
(Code: 014EC0012)

CO1: Understand the role of modern inputs in agriculture production
CO2 : Review the marketing channels of agricultural inputs
CO3: explain the mechanism of agricultural inputs marketing

<p>Unit-I : Input Marketing, Production and Marketing of Seeds 14 hrs</p> <p>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.</p>

Channels of Fertilizer Marketing; Fertilizer Subsidy and Policies Government; Defects in Fertilizer Marketing and Suggestion for Better Fertilizer Marketing.

Meaning and Need of Farm Mechanization. Merits and Demerits of Farm Mechanization.

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

Pedagogy: Lecture, Problem solving, seminar, presentation, activities, group discussion, field visit, project work, etc.,

References:

1. Indian Economy by A.N.Agarwal.
2. Indian Economy by Mishra and Puri.
3. Agricultural Economics by Dr.H.R.Krishnayagoud.
4. Agricultural Marketing in India by S.S. Acharya & N.L.Agarwal.
5. Agricultural Marketing and Indian Agricultural Marketing by S.S.Chhina.

Journals and Magzines

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

B.A. Semester – IV

Subject: Agricultural Marketing
Open Elective Course (OEC 4): OEC Course
Agricultural Marketing and Economic Development
(Code: 004AGM051)

Course No.	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
OEC-4	OEC	Theory	03	03	42 hrs	2hrs	40	60	100

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

CO1: understand and explain the marketing of agricultural products in India

CO2: comprehend the factors affecting producer and marketing surplus

CO 3: appreciate the effect of WTO and New Economic Policy on Indian agriculture

Syllabus- Course OEC 4: Title- Agricultural Marketing and Economic Development: 42 hrs

Unit-I : Agricultural Marketing and Economic Development: 14 hrs

History and Growth of agricultural marketing; Differences in Marketing of Agricultural and Manufactured goods; Importance of agricultural marketing in Indian Economy

Unit-II: Producer's Surplus and Marketed Surplus : 14 hrs

Meaning, Importance and Types of Producer's Surplus; Factors affecting Marketable Surplus; Estimation of Marketable Surplus; Meaning of Marketing Cost and Margins. Factors affecting of the Marketing Costs; Reasons for higher Marketing Cost of Agricultural Commodities and measures to reduce Marketing Cost

Unit-III: Agriculture and External Trade: 14 hrs

Share of Agricultural Products in total Imports and Exports of India; Suggestions for promoting Agricultural Exports from India; Impact of LPG on Agricultural Sector; WTO and India

Pedagogy: Lecture, Problem solving, seminar, presentation, activities, group discussion, field visit, project work, etc.

References:

1. Agricultural Marketing in India by S.S. Acharya & N.L. Agarwal.
2. Agricultural Problems in India by C.B. Memoria.
3. Fundamentals of Agricultural Economics by Sadhu and Singh.
4. Indian Economy by A.N. Agarwal.
5. International Economics by Jhingan M.L