

## DEPARTMENT OF FOOD TRADE AND BUSINESS MANAGEMENT

<b>Sr. No.</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Credits</b>	<b>Semester</b>
1	FTBM-351	Co-operation, marketing And finance	3 (2+1)	V
2	FTBM-352	Business Management And International Trade	2(2+0)	V
3	FTBM-363	Entrepreneurship Development and Communication Skill	2 (1+1)	VI
4	FTBM-364	Food laws and regulations	3(2+1)	VI
5	FT-375	Seminar	1(0+1)	VII
		<b>Total Credits</b>	<b>11 (7+4)</b>	

**FTBM-351 CO-OPERATION, MARKETING AND FINANCE 3 (2+1)****Theory**

<b>No. of Units</b>	<b>Topics</b>	<b>No. of Lectures</b>
1	Co-operation – Philosophy and principles. History of Indian Co-operative movement	2
2	Co-operative credit structures in regional level and their study and single window systems	2
3	Marketing – importance in economic development. Classification of Markets, Marketing functions and Market functionaries	2
4	Marketable and Marketed surplus, Marketing costs, margins and price spread, problems in marketing of agricultural commodities – perishables, grains, oilseeds and processed foods	2
5	Remedial measures for problems in agricultural marketing	1
6	Agricultural marketing institutions, Regulated markets and Co-operative marketing societies	3
7	MARKFED, NAFED, Ware Housing Corporation and Food Corporation of India	2
8	Nature of agricultural product prices, Agricultural price policy and need for price stabilization	2
9	Methods of fixation of MSP for agricultural commodities	2
10	Commission on agricultural costs and prices	2
11	Finance – nature and scope, Credit – meaning, definition and classification	2
12	Credit analysis and repayment plans and History of financing agriculture in India	2
13	Commercial banks – Nationalization of Commercial banks, Lead Bank scheme and Regional Rural Banks	2
14	Scale of finance, Higher financing agencies – RBI, NABARD, AFC, ADB, World Bank	2
15	Insurance and credit guarantee corporation of India and Crop Insurance	2
16	Contract farming – strategy and scope	2
	<b>Total</b>	<b>32</b>

## Practicals

No. of Units	Topics	No. of Experiments
1	Study of a regulated market	1
2	Study of a vegetable market	1
3	Study of a fruit market	1
4	Study of a cattle market	1
5	Computation of market costs, margins and price spread	1
6	Study of Andhra Pradesh State Warehousing Corporation	1
7	Study of Central Warehousing Corporation	1
8	Study of Food Corporation of India	1
9	Study of MARKFED	1
10	Study of functioning of a commercial bank	1
11	Study of a regional rural bank	1
12	Study of food processing enterprise	1
13	Formulation of project reports for financing food Industry	1
14	Working out repayment plans	1
15	Study of Primary Agricultural Credit Society	1
16	Study of Farmers' Service Society.	1
	<b>Total</b>	<b>16</b>

## REFERENCE BOOKS

1 Co-operation in India	Mamoria C B and Saxena R D Kitab Mahal, Allahabad
2 Indian Food Grain Marketing	Moore John R John S S and Khasro A M Prentice Hall of India, New Delhi
3 Agricultural Marketing in India	Acharya S S and Agarwal N L Oxford & IBH Publishing Co., New Delhi
4 Farm Finance for Development	Muni Raj R Oxford & IBH Publishing Co., New Delhi
5 Co-operation and Cooperative Management	Patnaik U C and Roy A K Kalyani Publishers, Ludiana

**FTBM-352 BUSINESS MANAGEMENT AND INTERNATIONAL TRADE 2 (2+0)**

**Theory**

No. of Units	Topics	No. of Lectures
1	Business Management: introduction, theories and functions Food industry management: 1. Purchase management and production management 2. Financial management and marketing management –retail management 3. Human resource development and personnel management Sectors in food industry and scale of operations in India	12
2	International trade: Basics, Classical theory, Theory of absolute advantage, Theory of comparative advantage, Modern theory, Free trade – protection, methods of protection quotas, bounties, exchange control, devaluation, Commercial treaties, terms of trade balance of payments, exim policy, foreign exchange, mechanics of foreign exchange, GATT and WTO. World Trade Agreements Related With Food Business Export Trends And Prospects Of Food Products In India	10
3	World Consumption of Food Patterns and Types of Food Consumption across the Globe ▪ Developed Nations Developing Nations Under Developed Nations Ethnic Food Habits of Different Regions	6
4	Govt. institutions related to international food trade APEDA, Tea Board, Spice Board, MFPI, etc	6
5	Management of export import organization Registration, documentation, export import logistics	4
6	Case Studies	4
	Total	42

## REFERENCE BOOKS

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|---|---|
| 1 Principles of Agri business Mangement         | D.David and S.Erickson<br>Mc Graw Hill Book Co. New York                      |
| 2 Agricultural Marketing in India<br><br>Delhi. | Acharya SS and Agarwal NL<br>Oxford and IBM Publishers, New                   |
| 3 Marketing in the International Environment    | Cundiff Higler , P H I New Delhi .  |
| 4 GATT implications of Denkel proposals         | G. S. Batr a & Narindev Kumar<br>Azmol publications Pvt. Ltd., - New<br>Delhi |
| 5 Market Management                             | Philip Kotler<br>Prentice Hall of India, New Delhi.                           |
| 6 Marketing Management                          | Dr. P.K. Shrivastava  |

## FTBM-363 ENTREPRENEURSHIP DEVELOPMENT 2(1+1) AND COMMUNICATION SKILL

### Theory

No. of Units	Topics	No. of Lectures
1	Entrepreneur – Meaning, Definition, Characteristics & Role demands of Entrepreneur, Identifying Potential Entrepreneurs	
2	<b>Entrepreneurship Development- Concept of Entrepreneurship , process of Entrepreneurship Development, Motivation &amp; Entrepreneurship Development, Importance of Planning, Monitoring &amp; follow-up, Managing competition, Entrepreneurship Development Programmes</b>	
3	Characteristics of Indian Food Processing Industries and Export	
4	SWOT analysis, Generation, Incubation and commercialization of ideas and innovations	
5	<b>Entrepreneurial behaviour- Concept, dimensions, factors affecting Entrepreneurial behavior</b>	
6	Govt. schemes & Incentives for promotion of <b>Entrepreneurship. Govt. policy on small &amp; medium enterprises</b>	
7	Market survey, Formulation of project & financial analysis of project	
8	Communication- Meaning & process of communication	
9	Advertisements- Meaning, types, Forms, functions	
10	Writing skill- Business letter, letter of enquiry, Quotation, Order & tenders, Complaints letters	
	<b>Total</b>	

### Practicals

No. of Units	Topics	No. of Experiments
1	Conducting market survey to know the demands for different products	
2	Preparing advertisement for popularization of products & news writing	
3	Preparing project proposal	

4	Individual & group presentation, features of oral presentation	
5	Evaluation of presentation- Evaluation sheet, other strategies to be consider for evaluating a presentation	
6	Dyadic communication- face to face conversation, telephonic conversation, rate of speech, clarity of voice, speaking & listening politeness telephone etiquettes	
7	Meetings- Purpose, procedure, participation, chairmanship, physical arrangement, recording & writing of minutes of meeting	
	<b>Total</b>	<b>15</b>

## REFERENCE BOOKS

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|---|--|
| 1 Hand Book for New Entrepreneurs                     | Bhatt, EDI faculty,<br>Entrepreneurship Development Institute of India, , Ahmedabad. |
| 2 Entrepreneurship and Venture Management             | Chifford M and Back M B Mc<br>Graw Hill Book Co., New York                           |
| 3 Entrepreneurship                                    | G.Babu Rao, TTTI (SR) Hyderabad – 29   |
| 4 Organizational Behavior                             | Fred Luthomi (1989)<br>Tata MC Graw Hill publishers, New Delhi.                      |
| 5 Fundamental of Business organization and Management | Y.K. Bhushan(1987)<br>Sultan Chand & Co. New Delhi.                                  |

## FTBM-364 FOOD LAWS AND REGULATIONS 3 (2+1)

### Theory

No. of Units	Topics	No. of Lectures
1	Introduction to subject, Need of enforcing the laws and various types of laws.	4
2	Mandatory food laws Food safety and standards act 2006- Food safety and standard authority of India, food advisory committee, scientific panels and scientific committees, state food safety authority, standards for food articles, food recall procedures, tribunal, offences and penalties, general principles to be followed in administration of act, general provisions as to articles of food, special responsibility as to safety of food	6
3	Prevention of Food Adulteration Act (1954) Definition, object of act, central committee for food standards; public analysis, food inspector, duties of Food inspectors, Report of Public analyst, sealing, fastening and dispatch of samples and powers of court	6
4	Other Mandatory acts The Standards of Weights and Measure Act (1976), The Packaged Commodity Rules (1977), Essential Commodities Act (1955), Consumer Protection Act (1986), The Environment	6

	Protection Act (1986) and the Environment Protection Rules (1989), Insecticide Act (1968), The Export (Quality Control and Inspection) Act (1963), The Atomic Energy Act (1962), Control of Irradiation of Food Rules (1991)	
5	Food Product Orders The Fruit Products Order (1955), The Milk and Milk Products Order (1992), The Meat Food Products Order (1973), The Vegetable Oil Products (Control) Order (1947), The Edible Oils Packaging (Regulation) Order (1998), The Solvent Extracted Oil, De oiled Meal, and Edible Flour (Control) Order (1967), The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act (1992)	6
6	Optional food standards -Scope of these standards, their need, procedure to obtain that standard, The Bureau of Indian Standards Act (1986), The Agricultural Produce (Grading and Marketing) Act (1937) - AGMARK	2
7	Codex Standards -Scope of codex standards, codex standards for cereals, pulses, fruit & vegetables, Meat & Poultry products, Recommended international code of hygiene for various products	2
	<b>Total</b>	<b>32</b>

### Practicals

No. of Units	Topics	No. of Experiments
1	Examination of Cereals and pulses from warehouse and market shop in relation to PFA and BIS specifications	2
2	Examination of Ghee for various standards of MMPO and BIS	1
3	Examination of honey for PFA and BIS standards.	2
4	Examination of spices for Agmark and BIS standards.	1
5	Examination of milk and milk products for BIS and milk product order- standards (MMPO)	2
6	Examination of fruit Jam of two to three different companies for FPO specifications	1
7	Examination of squash of two to three different industries for FPO specifications.	1
8	Examination of ketchup of two to three different Companies for FPO specifications	1
9	Visit to BIS Laboratory	1
10	Visit to Agmark laboratory	1
11	Visit to quality control laboratory and Food processing industry	2

	<b>Total</b>	<b>15</b>
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**REFERENCE BOOKS**

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|---|--|
| 1 Hand Book on Food Safety and Standards Act, 2006. | P.K.Das,<br>Universal Law Publishers, New Delhi. |
| 2 The Prevention of Food Adulteration Act.          | Professional Book Publishers, New Delhi.         |
| 3 Quality Control in Food Industry Vol. 1           | S.M. Herschdoerfer                               |

**FT-365**

**SEMINAR**

**1(0+1)**

The topics of the seminar will be proposed by the faculty under the chairmanship of Associate Dean and Principal ( Food Technology). The students will be given freedom to choose the topics based on their merit/ CGPA. The marks distribution for it as given below.

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|---|----|
| 1 Script of the seminar                         | 10 |
| 2 Use of audio visual aids                      | 10 |
| 3 Mode of presentation                          | 20 |
| 4 Clarification of queries raised in discussion | 10 |

Total 50