



# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

DEPARTMENT OF CORPORATE SECRETARYSHIP WITH CA & PROFESSIONAL ACCOUNTING  
ACADEMIC YEAR 2018 - 2019

VALUE ADDED COURSE - SYLLABUS  
18VCPAE - AGRO ECONOMICS  
PAPER – I INTRODUCTION TO AGRO ECONOMICS

**Course Objective:** To enable the students to understand the fundamental concepts of Agri Business

<b>UNIT I</b>	<b>Introduction to Agri Business</b>	<b>4 Hours</b>
Introduction – Meaning – Definition – Importance – Scope of Agri business – Agri business and Challenges – features of Agri business – Dimensions of Agri business.		
<b>UNIT II</b>	<b>Agricultural Efficiency</b>	<b>4 Hours</b>
Agriculture Efficiency – Types of Efficiency – Land efficiency – Labour Efficiency – Capital efficiency		
<b>UNIT III</b>	<b>Agricultural Labour</b>	<b>4Hours</b>
Agricultural labour – Classification – Characteristics – Causes of growth of Agricultural Labour – Problem of Agricultural Labour – Measures to improve Agricultural Labour.		
<b>UNIT IV</b>	<b>Green Revolution</b>	<b>4 Hours</b>
Green revolution - Characteristics of green Revolution - Advantages -Disadvantages - Suggestions to improve Agricultural Productivity.		
<b>UNIT V</b>	<b>Agricultural Marketing</b>	<b>4 Hours</b>
Agricultural Marketing in India – Need for Efficient Marketing – process – present system of Indian Agricultural Marketing – problem of Indian Agricultural Marketing		
<b>Total Hours</b>		<b>20 Hours</b>

**OUTCOME:**

Upon successful completion of the Course, the students will be able to:

Apply critical thinking and problem solving skills required to successfully demand and supply of the market condition.

Demonstrate the ability to analyze, identify and define the technology required to standardization and measuring of scale using in market.



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PAPER - II - PRICE POLICY AND FINANCIAL FUNCTIONS

**Course Objective:** To enable the students to understand the fundamental concepts of Agri Business

<b>UNIT I</b>	<b>Agricultural price policy</b>	4 Hours
Agricultural price policy – causes – objectives – features – measures of Agricultural price policy		
<b>UNIT II</b>	<b>Agricultural Finance</b>	4 Hours
Agricultural Finance – Features – Need for Finance – Kissan Credit Card Scheme – Problem of Agricultural finance		
<b>UNIT III</b>	<b>Agricultural co-operative society</b>	4Hours
Co- operative credit – central and state co- operative credit bank – State co-operative banks – Co –operative credit society		
<b>UNIT IV</b>	<b>Practical work</b>	4 Hours
Practical Work		
<b>UNIT V</b>	<b>Practical work</b>	4 Hours
Practical Work		
<b>Total Hours</b>		20 Hours

## OUTCOME:

Students get proficiency in pricing techniques in the market. Upon successful completion the student will be able to:

- ❖ Grading the Standardizing the agricultural Product
- ❖ Identify the basic components of a weighting scale Measuring in the market
- ❖ Work in Agricultural farmers Association in ullavazhar Sandhai
- ❖ Identify the basic price fixation in ullavahar sandhai and regulated Nethaji Market in Erode town and Municipal town market.



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