

Tilak Maharashtra University -Pune
MBA Syllabus- IInd Semester

MD 201 : Human Resource Management

Examination 1

- 1. Introduction to HRM**
 - 1.1 Nature and scope
 - 1.2 Difference between HRM and Personnel Management
 - 1.3 Objectives of HRM
 - 1.4 Evolution of HRM
 - 1.5 Competitive Advantage through people
 - 1.6 Competitive challenges for HRM
 - 1.7 Social issues in HRM
 - 1.8 Responsibilities of HR Managers
 - 1.9 Competencies of HR Department
 - 1.10 Image and Careers in HRM
 - 1.11 Personnel policies and principals

- 2. Human Resource Planning**
 - 2.1 Introduction
 - 2.2 Definition
 - 2.3 HRP & Strategic Planning
 - 2.4 Activities in HRP
 - 2.5 Mapping an organizations human capital architect
 - 2.6 HRP & Environment scanning
 - 2.7 Importance of HRP
 - 2.8 Factors affecting HRP
 - 2.9 External Supply
 - 2.10 HR Programming
 - 2.11 HRP implementation
 - 2.12 Managerial Succession Planning
 - 2.13 Control and Evaluation
 - 2.14 Requisites of successful HRP
 - 2.15 Barrier to HRP

- 3. Relationship of Job Requirement and HRM Functions**
 - 3.1 Job Analysis – Process Responsibilities gathering information, approaches to job analysis.
 - 3.2 Job analysis in changing environment
 - 3.3 Job description – job title job identification section, job duties
 - 3.10 Problems with Job Descriptions
 - 3.11 Writing clear Job Descriptions

- 3.12 Job Design
- 3.13 Job Enrichment
- 3.14 Job Characteristics
- 3.15 Employee Empowerment
- 3.16 Ergonomic Considerations
- 3.17 Designing work for group contribution

4. HRM & Work Arrangements.

- 4.1 Introduction
- 4.2 The compressed work week
- 4.3 Flexitime
- 4.4 Job sharing
- 4.5 Telecommuting

5. Recruitment

- 5.1 Introduction
- 5.2 Meaning & definition
- 5.3 Purposes & importance
- 5.4 Factors governing recruitment
- 5.5 Recruitment process – Internal, External
- 5.6 Searching
- 5.7 Screening
- 5.8 Evaluation and Control
- 5.9 Evaluation of Recruitment Process
- 5.10 Evaluation of Recruitment methods
- 5.11 Philosophies of Recruitment

6 Selection

- 6.1 Meaning & Definition
- 6.2 Role of selection
- 6.3 Organization for selection
- 6.4 Selection process
- 6.5 Selection tests
- 6.6 Interviews
- 6.7 Reference and background checks
- 6.8 Selection decision
- 6.9 Physical examination
- 6.10 Job offer
- 6.11 Contracts of employment
- 6.12 Audit of Selection Programs
- 6.13 Barrier to effective selection
- 6.14 Orientation and placement

Examination 2

- 7 Training and Development**
 - 7.1 Introduction
 - 7.2 Systems Approach to training
 - 7.3 Doing Assessment quick times
 - 7.4 Tips for conducting an competency assessment
 - 7.5 Training methods for management development
 - 7.6 Evaluating training programs

- 8 Performance Appraisal**
 - 8.1 Meaning and Definition
 - 8.2 Objectives
 - 8.3 Appraisal Process
 - 8.4 Methods of appraisal
 - 8.5 Feedback mechanism
 - 8.6 Edward Deming on performance appraisal
 - 8.7 Challenges of appraisal

- 9 Counseling and Empowerment**
 - 9.1 Introduction
 - 9.2 Meaning
 - 9.3 Role & Need of counseling
 - 9.4 Forms of counseling
 - 9.5 Empowerment – Introduction – Definition
 - 9.6 Process of empowerment

- 10 Employee Remuneration**
 - 10.1 Introduction
 - 10.2 Components of Remuneration
 - 10.3 Theories of Remuneration
 - 10.4 Factors influencing Employee Remuneration
 - 10.5 Devising Remuneration Plan
 - 10.6 Challenges in Remuneration

- 11 Promotions, Transfer and Separations**
 - 11.1 Promotions
 - 11.2 Purposes of Promotion
 - 11.3 Principles of promotion
 - 11.4 Types of promotion
 - 11.5 Transfers
 - 11.6 Reasons for transfers
 - 11.7 Principles of transfers
 - 11.8 Types of transfers
 - 11.9 Separation

Reference Books

1. Human Resource Management : K. Ashwathappa, Himalaya Publish
2. Human Resource Management : Dr. P.C. Pardeshi
3. Human Resource Management : Garry Dessler
4. Human Resource Management : Neu, Bohlander & Scott

Tilak Maharashtra University -Pune
MBA Syllabus- IInd Semester
MD 202 : Marketing Management

Examination 1

- 1. Marketing Environment In India**
 - 1.1 Introduction
 - 1.2 Role of Multinational Corporations (MNCs)
 - 1.3 Duties and responsibilities of the Marketing in the changing economy

- 2. Marketing Concept**
 - 2.1 Introduction
 - 2.2 Other Orientations of Organizations
 - 2.2.1 Production orientation
 - 2.2.2 Product orientation
 - 2.2.3 Selling orientation
 - 2.3 Different between Selling and Marketing
 - 2.4 Different between Production / Product Orientation & Consumer Orientation.
 - 2.5 Definitions
 - 2.6 Marketing Functions
 - 2.6.1 Product
 - 2.6.2 Promotion
 - 2.6.3 price
 - 2.6.4 Physical Distribution
 - 2.7 Function of Marketing Manager
 - 2.7.1 Internally Oriented Functions
 - 2.7.2 External Orientation

- 3. Marketing Organization**
 - 3.1 Introduction
 - 3.2 Types of Organization
 - 3.2.1 Tall Organization
 - 3.2.2 Flat Organization
 - 3.3 Different Ways to form Organization
 - 3.3.1 Functional Organization
 - 3.3.2 Geography Organization
 - 3.3.3 Product Organization
 - 3.3.4 End – user based Organization

- 4. Market Segmentation**
 - 4.1 Market Segmentation

- 4.2 Advantages of Market Segmentation
- 4.3 Process of Market Segmentation
 - 4.3.1 Geographic Segmentation
 - 4.3.2 Psychographics Segmentation
 - 4.3.3 Behavioral Segmentation
 - 4.3.4 Demographic Segmentation
- 4.4 Superimposing of Market Segment
- 4.5 Dynamic Nature of Segments
- 4.6 Criteria for selection of a group of consumers as a “Segment”
 - 4.6.1 Substantiality
 - 4.6.2 Measurability
 - 4.6.3 Accessibility
 - 4.6.4 Differentiability
 - 4.6.5 Stability
- 4.7 Types of Market Segmentation
 - 4.7.1 No Segmentation
 - 4.7.2 Complete Segmentation
 - 4.7.3 Partial Segmentation
- 4.8 Deciding Target Segment
 - Evaluation of Market Segment
 - 4.8.1 Size and growth rate
 - 4.8.2 Structural Attractiveness
 - 4.8.3 Company’s Objectives and Resources
- 4.9 Selecting Target Market
 - 4.9 Market segmentation for industrial Products

5. Types of Markets

- 5.1 Types of Markets
 - 5.1.1 Consumer market
 - 5.1.2 Industrial market
- 5.2 Classification of industrial goods
 - 5.2.1 Materials
 - 5.2.2 Capitals Goods
 - 5.2.3 Supplies and Services
- 5.3 Characteristics of industrial buying
 - 5.3.1 Bulk buying
 - 5.3.2 Few buyers
 - 5.3.3 Derived demand
 - 5.3.4 Short run inelastic demand
 - 5.3.5 Volatile demand for capital goods
 - 5.3.6 Closer interaction by suppliers
 - 5.3.7 Formalized buying
 - 5.3.8 Many Buying Influences

- 5.3.9 Direct purchasing
- 5.3.10 Reciprocatory buying
- 5.3.11 Leasing of capital equipments
- 5.3.12 Geographic concentration
- 5.4 Government Market
- 5.5 Global Market

Examination 2

6. Market Research and Forecasting

- 6.1 Introduction
- 6.2 Types of Market Research
 - 6.2.1 Focused Market Research
 - 6.2.2 Time based market research
- 6.3 Planning of Market Research
- 6.4 Define problems and objective
- 6.5 Developing Research plan
 - 6.5.1 Data Sources
- 6.6 Primary data
 - 6.6.1 Merits of Primary Data are
 - 6.6.2 Demerits of Primary Data are
 - 6.6.3 Usefulness of Primary Data
- 6.7 Secondary Data
 - 6.7.1 Merits of Secondary Data are
 - 6.7.2 Demerits of Secondary Data
 - 6.7.3 Usefulness of Secondary Data
 - 6.7.4 Source of Secondary Data
- 6.8 Collection of Primary Data
 - 6.8.1 Postal Survey
 - 6.8.2 Telephone Interview
 - 6.8.3 Personal Interviews
 - 6.8.4 Group – Interviews
 - 6.8.5 Experimentation
- 6.9 Use of Questionnaire in Interview
 - 6.9.1 Advantage of Using a Questionnaire
 - 6.9.2 Designing of Questionnaire
 - 6.9.3 Types of Questions
 - 6.9.4 Framing of Questions
 - 6.9.5 Phrasing of Questions
 - 6.9.6 Format of Questionnaire
- 6.10 Sampling Plan
 - 6.10.1 Simple Random Sampling
 - 6.10.2 Stratified Random Sampling

- 6.10.3 Clustered Sampling
- 6.10.4 Systematic Random Sampling
- 6.10.5 Non – probability Sampling
- 6.11 Recording And Analysis of Data
- 6.12 Presenting the Findings
- 6.13 Characteristics of a good market research report
 - 6.13.1 Language
 - 6.13.2 Format
- 6.14 Merits and Demerits of market research by own staff vis-a-vis consulting agency
- 6.15 Objective to Market Research
- 6.16 Reasons for Failure of Market Research
- 6.17 Forecasting
- 6.18 Methods of Demand Fore-casting of Industrial Products
 - 6.18.1 Adjusted Industry Demand
 - 6.18.2 End use method or Market build up
 - 6.18.3 Simulation Technique
 - 6.18.4 Expert Opinion
- 6.19 Demand Forecasting in Consumer Products
 - 6.19.1 Graphic Method
 - 6.19.2 Causal Regression Method
 - 6.19.3 Economic Indicators Method
 - 6.19.4 Buyer Intention Survey
 - 6.19.5 Delphi Technique

7. Marketing Mix

- 7.1 Introduction
- 7.2 Policy decisions regarding existing products
 - 7.2.1 Product Modification
- 7.3 Product Diversification
- 7.4 Types of Product Diversification
 - 7.4.1 Related diversification
 - 7.4.2 Unrelated Diversification
 - 7.4.3 Forward or backward integration
- 7.5 New Product Development
 - 7.5.1 Approach to New Product Development
- 7.6 If the decision is “YRE”
 - 7.6.1 Developing ideas
 - 7.6.2 Evaluation of ideas
 - 7.6.3 Prototype development or a pilot batch production
 - 7.6.4 Test marketing
 - 7.6.5 Launching of Product
- 7.7 Branding And Brand Loyalty

- 7.7.1 Advantages of Branding
- 7.7.2 Brand Loyalty
- 7.7.3 Factors affecting brand loyalty
- 7.8 Promotion
- 7.9 Sales Promotion
- 7.10 Personal Selling
 - 7.10.1 Advantages of Personal Selling are
 - 7.10.2 Limitations of Personal Selling are
- 7.11 Public Relations
 - 7.11.1 Public relations is particularly useful in
 - 7.11.2 Major Tools for Public Relations
- 7.12 Advertising and Publicity
 - 7.12.1 Differences Between Advertising and publicity
 - 7.12.2 How the advertisement accomplishes this role ?
 - 7.12.3 Types of Advertisements
- 7.13 Major Advertising Decisions
 - 7.13.1 Advertising Objective
 - 7.13.2 Advertising Message
 - 7.13.3 Advertising Media
 - 7.13.4 Media Selection
 - 7.13.5 Advertising Budget
 - 7.13.6 Advertising Effectiveness
- 7.14 Ethics in Advertising
- 7.15 Price Introduction And Definition
- 7.16 Mechanism of price agreement
- 7.17 Pricing – Methods
 - 7.17.1 Cost – related Pricing
 - 7.17.2 Completion related Pricing
 - 7.17.3 Marketing Related Methods
- 7.18 Credit Policy
 - 7.18.1 Types of Credit
 - 7.18.2 Effect of Credit on Cost
 - 7.18.3 The factors to be considered while offering credit
 - 7.18.4 Calculating and Controlling Cost of Credit
 - 7.18.5 Some of the methods to control the credit is as below
- 7.19 Importance of Distribution
- 7.20 Channels of Distribution
- 7.21 Need for Channels of Distribution
- 7.22 Selection of Channels of Distribution
 - 7.22.1 Affectivity of Distribution
 - 7.22.2 Cost of Distribution
- 7.23 Vending Machines

8. Marketing Planning

- 8.1 Introduction
- 8.2 Types of organization
 - 8.2.1 Tall Organization
 - 8.2.2 Flat Organization
- 8.3 Different Ways to form Organization
 - 8.3.1 Functional Organization
 - 8.3.2 Geographic Organization
 - 8.3.3 Product Organization
 - 8.3.4 End – user based organization
- 8.4 Planning of marketing programs and strategies
 - 8.4.1 Planning Marketing
 - 8.4.2 Planning Marketing programs
- 8.5 Marketing Control
- 8.6 Sales analysis
- 8.7 Sales Ratios
- 8.8 Building Expenses
- 8.9 Advertising audit advertising effectiveness study
- 8.10 Controlling sales force
 - 8.10.1 Recruiting and selection
 - 8.10.2 Salesmen’s training
 - 8.10.3 Field training
 - 8.10.4 Refresher training
- 8.11 Allocation of Sales Territories And Quota
 - 8.11.1 Advantages of allocating sales territories are
 - 8.11.2 Factors affecting the territory decisions are
- 8.12 Sales Quota
 - 8.12.1 Advantages of assigning quota are
 - 8.12.2 Factors affecting quota decision are

9. Service Marketing

- 9.1 Characteristic of Services
 - 9.1.1 Intangibility
 - 9.1.2 Inseparability
 - 9.1.3 Variability
 - 9.1.4 Perish ability
- 9.2 Classification of Services
- 9.3 Marketing strategies for services
 - 9.3.1 Gronroos has suggested three pronged marketing for service marketing

10. Consumerism and Consumer legislations

- 10.1 History of consumer protection
- 10.2 Consumer Protection Act 1986

- 10.3 The salient features of the consumer Protection Act, 1986 are as below
- 10.3.1 Application, Extent and Scope
 - 10.3.2 Who is consumer ?
 - 10.3.3 Who can make a complaint before the consumer forum?
 - 10.3.4 What may be said to be a “compliant” ?
 - 10.3.5 Where the complaint is to be filed ?
 - 10.3.6 How to file a complaint ?
 - 10.3.7 Format of the complaint ?
 - 10.3.8 What relief’s can be granted to a complainant ?
 - 10.3.9 Procedure to file appeal
 - 10.3.10 Limitation for filling complaint

Reference Books:

- 1. Marketing Management : Philip Kotler
- 2. Advertising, Sales & promotion : S.A.Chunawalla
- 3. Consumer Marketing : M.V. Kulkarni
- 4. Marketing Management : Dr. K. Karunakaran.

Tilak Maharashtra University -Pune
MBA Syllabus- 2nd Semester
MD 203 : Financial Management

Examination 1

- 1. Meaning Scope & Significance of financial Management**
 - 1.1. Scope
 - 1.2 Financial Management & Financial Accounting
 - 1.3 Goals of Financial Management
 - 1.4 Role & knowledge of Finance Manager
 - 1.5. Indian Financial System
 - 1.6. Fundamental Valuation concepts - Time Value of money

- 2. Analysis & Interpretation of Financial Statements**
 - 2.1. What are Financial Statements
 - 2.2. Ratio Analysis
 - 2.3. The classification of Ratios
 - 2.4. Fund Flow statement

- 3. Financing Decision**
 - 3.1. Source of Long Term and Medium Term Finances
 - 3.2. Cost of Capital
 - 3.3. Capital Structure
 - 3.4. Theories of Capital Structure
 - 3.5. Leverages

Examination 2

- 4. Long Term Investment Decision**
 - 4.1. Capital Budgeting
 - 4.2. Process of Capital Budgeting
 - 4.3. Evaluation Techniques of Capital Budgeting Proposals.**
 - 4.4. Risk Analysis

- 5. Liquidity Decision- Management of Working Capitals**
 - 5.1. What is Working Capital?
 - 5.2. The factors Determining The Requirement For working Capital
 - 5.3. Chore Committee Report
 - 5.4. Means of Working Capital Finance
 - 5.5. Factoring
 - 5.6. Cash Management
 - 5.7. Receivables Management
 - 5.8. Inventory Management

- 6. Dividend Policy-Management of Profits**

- 6.1 Factors That Influence Payment Of Dividend
- 6.2 Types of Dividends
- 6.3 Some Important Dates In Connection With Payment Of Dividend
- 6.4 Dividend Policies-Walters Model

Reference Books:

- 1. Financial Management : Dr. S.V. Patankar
- 2. Financial Management : Wechlekar
- 3. Cost & Financial Management : Khan & Jain

Tilak Maharashtra University -Pune

MBA Syllabus- 2nd Semester

MD 204 : Production, Operations and Materials Management

Examination 1

1. HISTORY AND DEVELOPMENT OF MANUFACTURING MANAGEMENT

- 1.1 Introduction
- 1.2 Evolution of Manufacturing Management
- 1.3 Historical sequencing
- 1.4 At Dawn of Indian Independence
- 1.5 Global Demands
- 1.6 Challenges and Opportunities: Future Manufacturing Management
- 1.7 Message to Indian Industries
- 1.8 Role of Government
- 1.9 Summary

2. NATURE, SCOPE AND FUNCTION OF MANUFACTURING MANAGEMENT

- 2.1 Introduction
- 2.2 Meaning of Production Management.
- 2.3 Functions of Production Manager
- 2.4 Value added process.
- 2.5 Objective of Production Management
- 2.6 Manufacturing Management Decision
- 2.7 Functions of Manufacturing Management.
- 2.8 Types of Production System
- 2.9 Importance of Manufacturing Department

3. MANUFACTURING SYSTEM

- 3.1 Introduction.
- 3.2 Manufacturing System
- 3.3 The Value Added Process
- 3.4 Products and Services
- 3.5 The Conversion Process
- 3.6 Production System
- 3.7 Intermittent System
- 3.8 Job Shop production
- 3.9 Batch Production
- 3.10 Continuous System
- 3.11 Nature of Mass Production.
- 3.12 Process Production Unit.
- 3.13 Projects

- 3.14 Comparison of Various Manufacturing Systems
- 3.15 Comparison of Intermittent and Continuous Manufacturing Systems
- 3.16 Manufacturing Systems and Production Planning and Control

4. IMPORTANCE AND FUNCTIONS OF FACILITY LOCATION

- 4.1 Introduction.
- 4.2 Concept of a Facility
- 4.3 Reasons for Location.
- 4.4 Factors Responsible for Plant Location
- 4.5 Location Analysis.
- 4.6 Facility Layout
- 4.7 Factors Creating Layout Problems
- 4.8 Objectives of Layout
- 4.9 Types of Layout
- 4.10 Flow Patterns
- 4.11 Factors Governing Plant Layout.
- 4.12 Product and Process Layout Comparison

5. PRODUCTION PLANNING AND CONTROL

- 5.1 Introduction
- 5.2 Objectives of Production Planning and Control
- 5.3 Utility of Production Planning and Control
- 5.4 Scope of Production Planning and Control
- 5.5 Organizational Structure of Production Planning Control (PPC) Department
- 5.6 Functions of Production Planning, Control
- 5.7 Comparison of Production Planning and Production Control
- 5.8 Organizational Position of PPC
- 5.9 PPC Functioning with Respect to Type of Production

Examination 2

6. PROGRAMME EVALUATION AND REVIEW TECHNIQUES (PERT)/ CRITICAL PATH METHOD (CPM)

- 6.1 Introduction
- 6.2 Network Analysis
- 6.3 Objectives of Network Analysis
- 6.4 Event.
- 6.5 Dummy Activity
- 6.7 Critical Path Method (CPM)
- 6.8 Computation of Early Start and Early Finish Time for the Activities
- 6.9 Computation of IST and LFT of Activities
- 6.10 Slack (Float)
- 6.11 Programme Evaluation and Review Technique (PERT)
- 6.12 Time of the Project Completion

7. MAINTENANCE MANAGEMENT

- 7.1 Introduction
- 7.2 What is Planned Maintenance?
- 7.3 Objective of Maintenance
- 7.4 Types of Maintenance Systems
- 7.5 Advantages of Maintenance
- 7.6 Spare Parts Maintenance
- 7.7 Equipment Replacement
- 7.8 Maintenance Planning and Control
- 7.9 Measurement of Maintenance Work.

8. INSPECTION AND STATISTICAL QUALITY CONTROL

- 8.1 Introduction
- 8.2 Quality
- 8.3 Statistical Quality Control (SQC)
- 8.4 Approach to Quality Control
- 8.5 Objectives of SQC
- 8.6 Basic of SQC
- 8.7 Control Charts
- 8.8 Statistical Basis of Control Charts
- 8.9 Major Parts of a Control Charts
- 8.10 Different Types of Control Charts
- 8.11 Control Chart for Mean OR -Chart.
- 8.12 Control Chart for Range (R-Chart
- 8.13 Inspection
- 8.14 Functions of Inspection.
- 8.15 Objectives of Inspection
- 8.16 Where to Inspect?
- 8.17 Cent-Percent Inspection
- 8.18 Acceptance Sampling or Sampling Inspection
- 8.19 Sampling Plans.
- 8.20 Limitations of Acceptance Sampling.
- 8.21 Producers Risk
- 8.22 Consumers Risk.
- 8.23 Terms Used in Acceptance Sampling
- 8.24 Various Sampling Plans.

9. INTRODUCTION TO WORKS STUDY AND INCENTIVE SCHEMES

- 9.1 Introduction
- 9.2 Techniques and Tools
- 9.3 Work Study and Productivity
- 9.4 Basic Ways to Increase Productivity.
- 9.5 Responsibility (or Productivity Rise.
- 9.6 Work Content.
- 9.7 Factors Tending to Reduce Productivity
- 9.8 Management Techniques to Reduce Work Content as WeJI as Ineffective Time....

- 9.9 Method Study
- 9.10 Basic Procedure of Method Study
- 9.11 Selection of The Jobs
- 9.12 Recording of Facts
- 9.13 Method Study Symbols
- 9.14 Charting.
- 9.15 Charting Methods
- 9.16 Critical Examination
- 9.17 Development and Selection.
- 9.18 Installation of The Proposed Method.
- 9.19 Maintenance of The Proposed Method
- 9.20 Work Measurement.
- 9.21 Techniques of Work Measurement
- 9.22 Time Study.
- 9.23 Performance Rating
- 9.24 Work Sampling
- 9.25 Incentive Schemes.
- 9.26 Objective of An Incentive Scheme
- 9.27 Prerequisite of Incentive Schemes
- 9.28 Standard Wage Incentive Plans

Reference Books:

1. Production and operations management : Ashwathappa,K
2. Production and operations management : Panneer, S
3. Production and operations management : Nair, N.G

Tilak Maharashtra University -Pune
MBA Syllabus- 2nd Semester
MD 205 : Business Environment

Examination 1

1. Nature and Scope of Business Environment

- Introduction
- Meanings and Definitions
- Nature of Business Environment
- Scope of Business Environment

2. Economic Environment of Business.

- Introduction
- State of the Economy
- Trends in National Income
- Composition of National Income

3. Socio-cultural Environment

- Social Responsibility of Business
- Business Ethics
- Corporate Governance
- Consumer Protection in India

4. Political Environment

- Introduction
- The External Politico-legal System
- Indian Political Environment
- Business and its Responsibility to Government

5. Technological Environment

- Introduction
- The Gamut of Technological Environment
- Incentives For Promotion of Technological R&D
- Major Problems Facing Technology Environment
- A World of Opportunity Still Exists

Examination 2

6. Foreign Trade Environment

- Introduction

- Exports and Imports
- National Foreign Trade Policy : 2004-07

7. Monetary Environment,

Introduction

Nature of Monetary policy

Role of Reserve Bank of India

The Budget & Fiscal Policy

Capital market in India

Securities Exchange Board Of India (SEBI)

Reforms In Taxation

Future Trends in Monetary Environment

8. Industrial Environment.

- Introduction
- New Industrial Policy
- The Public Sector in India
- Small Scale Sector
- Post-1991 Scenario

9. Agricultural Environment

- Introduction
- Agricultural Situation Today
- Background of Agriculture In India
- The Green Revolution
- Role of Agriculture
- Agricultural Exports
- Prospects and Trends

Reference Books:

1. Business Environment : Cherunilam, F.
2. Business Environment : Lawrence, M.D