

# DETAILED SYLLABUS (DAIRY BUSINESS MANAGEMENT COURSES)

(As per 5th Dean's Committee Report)

## 1. Milk Production Management and Dairy Development 3(2+1)

### Theory

Introduction to Animal Husbandry. Distinguishing characteristics of India and exotic breeds of dairy animals and their performance. Systems of breeding and methods of selection of dairy animals. General dairy farm practices - Identification, dehorning, castration, exercising, grooming, weighing. Care of animals at calving and management of neonates. Management of lactating and dry cows and buffaloes. Methods of milking, milking procedure and practices for quality milk production. Dairy farm records and their maintenance. Systems of housing dairy animals and maintenance of hygiene and sanitation at dairy farm premises. Common disease problems in dairy animals, their prevention and control. Feed nutrients required by animal body. Feed resources for milk production and their nutritive values. Digestive system of ruminants and measures of feed energy. Nutrients requirements for growth and milk production. Feeding standards, Structure and function of mammary system. Milk secretion and milk let-down. Male and female reproductive system. Estrus and reproductive cycle, Ovulation, fertilization, gestation, parturition, pregnancy diagnosis. Artificial insemination and embryo transfer and their role in animal improvement introduction to biotechniques in dairy animal production.

### Practical

Handling and restraining of dairy animals. External body parts and judging of cows and buffaloes. Feeding and management practices of calves. Identification of common feeds and fodders. Preparation of rations for adult animals. Milking of dairy animals and cleaning and sanitation of milking equipments. Identification of reproductive and digestive organs. Demonstration of semen collection, processing and artificial insemination.

## 2. Computer and Application Software Packages 2(1+1)

### Theory

History, features, classification and organization and I/O peripheral devices for computers; Features of modern operating systems; number systems and coding schemes; Basics of networking and communications; Internet, email concepts and application, Word-processing and desktop publishing, Electronic spreadsheet basics and operations, Database management system basics and operations; Fundamental of presentation-graphic packages. Recent strides in computing.

### Practical

Windows Operating System, Word Processing software operations, Presentation Graphics software operations, Internet Surfing/Email usage, RDBMS software package basic operations, Spreadsheet software package basic operations.

### 3. Economic Analysis 2(2+0)

#### Theory

Basic concepts-wants, goods, wealth, utility, consumption, demand and supply, Consumer behaviour-law of diminishing marginal utility and equi-marginal utility, cardinal and ordinal utility approach for consumer's behaviors. Theory of demand-law of demand, demand schedule, demand function, determinates of demand, individual consumer demand and market demand, demand forecasting, elasticity of demand, price elasticity, income elasticity and cross elasticity, Consumer's surplus. Theory of production- concepts of firm and industry, basic factors of production and their role, production function for a single product, nature of production function, laws of returns. Concepts of costs-fixed and variable costs, short run and long run costs, average and marginal costs, economics and diseconomies of scale. Concept of market- types of market, pricing and output under different market situations, market price and normal price, price determination under perfect Competition, monopoly, oligopoly and monopolistic competition. National income – GDP, GNP, NNP, disposable personal Income, per capita income, inflation.

### 4. Environmental Studies 2(1+1)

#### Theory

Environmental Science: An introduction, Ecosystem: kinds, structure, characteristics, functioning, Biochemical cycles, Natural resources and their managements, Environmental pollution, Air pollution, Water pollution, Solid waste pollution, Noise pollution, Soil pollution, Radio active pollution, Food processing industry waste and its management, Management of urban waste water, Recycling of organic waste, Recycling of factory effluent, Control of environmental pollution through low, Composting of biological waste and Sewage, uses of water disposal effluent treatment, microbial examination.

#### Practical

Environment and its analysis, Water quality parameters, collection of sample for pollution study, Determination of pH/acidity/alkalinity from sample, Estimation of dissolved oxygen, Estimation of BOD, Estimation of COD, Estimation of nitrates, Estimation of phosphates, Estimation of pollutant elements, Estimation of heavy/toxic elements, Estimation of lead/ mercury, Visit to industrial sewage disposal unit.

### 5. ICT in Dairy Industry and Introduction to Operations Research 4(2+2)

#### Theory

Introduction–Elementary concepts, objectives of operations research, Applications of OR in decision-making. Modeling in Operation Research. Linear Programming: Introduction, mathematical formulation of the problem, Graphical solution, Simplex technique for solving simple LP problems. Inventory Control – Introduction and general notations, Economic lot size models with known demand. Replacement – Introduction, Replacement of items whose efficiency deteriorates with time. Queuing – Introduction

and general notions, Classification of queues and their problems, Probability distribution of queues. Various models in the queuing system. Sequencing – Statement of the problem, notations and assumptions, Problems with 'n' jobs and two machines. Generalization to 'm' machines. Transportation model – Definition and application of transportation model, Formulation of transportation problems and their solutions. Assignment problems and their solutions. Framework of PERT and CPM, Activities, events and network, PERT and activity time estimates, probability of project completion Critical path analysis.

### **Practical**

LP problems, Inventory Control problems, Replacement model problems, problems on queuing theory, sequencing, transportation, assignment, PERT/CPM.

## **6. Fundamentals of Dairy Extension 3(2+1)**

### **Theory**

History, need, definition, philosophy, principles, approaches and objectives of extension education. Present status of dairy and animal husbandry development programme launched in pre and post-independence era. Teaching and learning process, Extension Teaching Methods, classification and selection of teaching methods. Importance of Audio-Visual-Aids. Identification of rural leaders, their characteristics, role and function in rural development, training of rural leaders. Principle of working with group and their mobilisation. Need, principle and step of programme planning. Evaluation of extension programmes. Diffusion of innovations and categories of farmers. Problems of different stake holders, Conceptual orientation about different terms, like- RRA, PRA, IVLP/TAR, ATMA, ATIC, PTD, etc.

### **Practical**

Acquiring skill in use of audio-visual and other aids: Hands-on training on use of LCD projector, PA system, camera. Skills in preparation of documents including script writing, Preparation and use of audio-visual aids including animation for dairy stakeholders Group discussion technique, Hands on learning of field problems in dairy and animal husbandry.

## **7. Marketing Management and International Trade 2(2+0)**

### **Theory**

Concept of marketing; Functions of marketing; concepts of marketing management; scope of marketing management; marketing management. Process; concepts of marketing- mix, elements of marketing- mix. Market Structure and Consumer Buying Behaviour: Concept of market structure, marketing environment, micro and macro environments. Consumers buying behaviour, consumerism. Marketing Opportunities Analysis: Marketing research and marketing information systems; Market measurement- present and future demand; Market forecasting; market segmentation, targeting and positioning. Allocation and marketing resources. Marketing Planning Process. Product policy and planning: Product-mix; product line; product life cycle. New product development process. Product brand, packaging, services decisions. Marketing

channel decisions. Retailing, wholesaling and distribution. Pricing Decisions. Price determination and pricing policy of milk products in organized and unorganized sectors of dairy industry. Promotion-mix decisions. Advertising; How advertising works; Deciding advertising objectives, advertising budget and advertising message; Media Planning; Personal Selling, Publicity; Sales Promotion. Food and Dairy Products Marketing. International Marketing and International Trade. Salient features of International Marketing. Composition & direction of Indian exports; Trends in International Dairy Trade, International marketing environment; Deciding which & how to enter international market; Exports- Direct exports, indirect exports, Licensing, Joint Ventures, Direct investment & internationalization process, Deciding marketing Programme; Product, Promotion, Price, Distribution Channels. Deciding the Market Organization; World Trade Organization (WTO)

## 8. Communication Skills 2(1+1)

### Theory

Communication Process: The magic of effective communication; Building self-esteem and overcoming fears; Concept, nature and significance of communication process; Meaning, types and models of communication; Verbal and non-verbal communication; Linguistic and non-linguistic barriers to communication and reasons behind communication gap/ miscommunication. Basic Communication Skills: Listening, Speaking, Reading and Writing Skills; Précis writing / Abstracting/Summarizing; Style of technical communication Curriculum vitae/resumé writing; Innovative methods to enhance vocabulary, analogy questions. Structural and Functional Grammar: Sentence structure, modifiers, connecting words and verbals; phrases and clauses; Case: subjective case, possessive case; objective case; Correct usage of nouns, pronouns and antecedents, adjectives, adverbs and articles; Agreement of verb with the subject: tense, mood, voice; Writing effective sentences; Basic sentence faults;

### Practical

Listening and note taking; Writing skills, précis writing, summarizing and abstracting; Reading and comprehension (written and oral) of general and technical articles Micro-presentations and Impromptu Presentations: Feedback on presentations; Stage manners: grooming, body language, voice modulation, speed; Group discussions; Public speaking exercises; vocabulary building exercises; Interview Techniques; organization of events.

## 9. Industrial Statistics 2(1+1)

### Theory

Definition and scope; sources of animal husbandry and dairy statistics. Measures of central tendency, Measures of dispersion, Moments, skewness and kurtosis. Elementary notions of probability, Laws of addition and multiplication probability. Theoretical frequency distributions: Binomial, Poisson and Normal distribution and their application. Concepts of sampling methods, Introduction to testing of hypotheses, Tests of significance-Z, t, F tests, and their application in the field of dairying. Analysis of variance- One-Way and two-way classification. Simple correlation coefficient and its

test of significance, Linear regression, rank correlation. Basic concepts of statistical quality control, Control charts for variables and attributes, Fundamental concepts of acceptance sampling plan.

### **Practical**

Measures of central tendency, Measures of dispersion, Moments, Skewness and Kurtosis Fitting of binomial and Poisson distribution. Application of 'Z' test for one and two sample problems. Application of 't' test for one and two sample problems. Application of Chi-square test and F-test. Correlation and regression. Rank correlation coefficient. Control chart for variables & attributes

## **10. Entrepreneurship Development and Industrial Consultancy 2(2+0)**

### **Theory**

Entrepreneurship Development: Assessing overall business environment in the Indian economy. Overview of Indian social, political and economic systems and their implications for decision making by individual entrepreneurs. Globalisation and the emerging business/ entrepreneurial environment. Concept of entrepreneurship; entrepreneurial and managerial characteristics; managing an enterprise; motivation and entrepreneurship development; importance of planning, monitoring, evaluation and follow up; managing competition; entrepreneurship development programs; SWOT analysis, Generation, incubation and commercialization of ideas and innovations. Government schemes and incentives for promotion of entrepreneurship. Government policy on Small and Medium Enterprises (SMEs)/SSIs. Export and Import. Policies relevant to dairy sector. Venture capital. Contract farming and joint ventures, public-private partnerships. Overview of dairy inputs industry. Characteristics of Indian dairy processing and export industry. Social Responsibility of Business. Industrial Consultancy: Dairy plant management system- milk procurement from the rural milk producer, milk processing and products manufacturing. Pricing and marketing of milk and milk products. Survey on milk production potential and marketed surplus of milk for setting up of milk plants. Recruitment and training of manpower, Estimation of costs of product manufacture and energy utilization in food processing plants. Sources of finance for setting up of dairy farms and processing plants/ units. Guidelines for obtaining ISO/HACCP certification for dairy plants. Assessment of entrepreneurial skills and characteristics for successful entrepreneur. Consumer opinion surveys. Pricing of milk and milk products. Preparation of feasibility reports for setting of dairy farms, composite milk plants, collection centers, chilling units and processing units.

## **11. Financial Management and Cost Accounting 3(2+1)**

### **Theory**

Introduction: Definition, scope and objectives of financial management. Different Systems of Accounting: Financial Accounting, Cost accounting, Management Accounting. Double entry system of Book-Keeping. Preparation of Accounting Records: Journal, Purchases and Sales Book and Posting in Ledger, Cash Book. Preparation of Final Accounts and adjustments at the end of trading period. Preparation of Trial Balance Banking Transactions and Bank reconciliation statements.

Statements of Financial Information: Accounting system: A source of financial statements, Classification of capital and revenue expenditure, Balance Sheet, Profit and Loss Account, Statement of changes in the financial position, funds flow statements, cash flow statement, uses of funds flow and cash flow statements in financial decision making. Financial Analysis: Nature and uses of financial analysis, Liquidity ratios, Leverage ratios, Activity ratios, Profitability ratios, Utility of Ratio analysis. Cost Volume – Profit analysis and operating leverage, Break-even analysis, Profit analysis and operating analysis, Utility of CVP analysis. Capital Structure: C.S Planning, risk return trade off, financial leverage. Cost of capital: Management of cost of capital, cost of debt, debentures, preference share capital, equity share capital & retained earnings, overall cost of capital. Investment decision: Time value of money, Net present value, Investment evaluation criteria, NPV method, Internal rate of return method, Profitability index method, Payback period method, Accounting rate of return method. Capital budgeting: Complex Investment Decisions: Investment timing & duration Investment decisions under inflation, Investment decisions under capital rationing. Project Report; Feasibility Report Valuation. Working capital management- Concept & determinants of working capital, Estimating working capital needs. Depreciation – Concept and method. Introduction, Definition, Objectives, Common terms. Costing: Essentials of sound costing system. Different methods of costing, elements of cost: Labor- recording of time, idle time, methods of remunerating labor, Premium & Bonus Plans, Materials, Overheads. Cost classification: Direct and Indirect expenses, fixed and variable costs. Various methods of apportioning indirect expenses. Inventory Management: Planning, control and costing. Stores & storekeeping, scope & importance, purchase procedure, types of purchase, location of stores & materials, procedure for the movement of stores, different methods of pricing materials, store records. Cost Sheets-Different methods, Statement of cost and statement of profit estimates, Tenders or Quotations. Contract or Terminal costing. Process Costing: Process losses and interprocess profits, joint products and by products costing. Ascertainment of cost of milk production. Preparation of Cost Account Information for managerial decisions.

### **Practical**

Preparation of Profit and Loss account. Preparation of Balance Sheet. Preparation of Cash flow statements. Preparation of Funds flow statements. Problems on Ratio analysis. Problems on Break-Even Analysis. Problems on Profit analysis. Problems on Operating Analysis. Problems on Financial leverage. Problems on Cost of Capital. Problems on Investment decisions. Problems on Capital budgeting.