

Course Code	MB18AB04	Course Name	FOOD AND AGRO-OUTPUT MARKETING MANAGEMENT	Course Category		L	T	P	C
						2	0	2	3

Pre-requisite Courses	Successfully completed, a minimum test score achieved, or a specified condition satisfied before a student can enroll in the this course.	Co-requisite Courses		Progressive Courses	Marketing I
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)							
CLR-1 :	Gain detailed knowledge on nature and concepts of Farmbusiness	1	2	3	1	2	3	4	5	6	7	8
CLR-2 :	Study the main areas of demand forecasting methods	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultured understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Leadership and Team Work(LT)	PSO -1	PSO - 2
CLR-3 :	They will have insight of Rural marketing											
CLR-4 :	Sustainable Farmbusiness Operations											
CLR-5 :	Students will also be empowered to apply the Marketing in Farm-Operations											
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:											
CLO-1 :	Understand the process and information required for preparing the Farmbusiness operations	1	60	40	M	H	M	H	H	M		
CLO-2 :	Understand the insights on cultivation methods	1	60	40								
CLO-3 :	Enhance the Farm Output	2	50	50								
CLO-4 :	Understand the Farmbusiness Operations	2	50	50								
CLO-5 :	Analyze the ModernAgro supply chain Operations											

Duration (hour)	9		9		9		9		9	
S-1	SLO-1	Introduction – Nature and concepts of AB	Objective of Forecasting in marketing	Farm Planning Classification	Master Production Scheduling (MPS) – Meaning and Concepts	Introduction of Retailing				
	SLO-2									
S-2	SLO-1	Relationship between Sales and Operations Planning	Elements of a good forecast	Measuring customer Requirements	farm Model	Evolution of Retailing				
	SLO-2									
S-3	SLO-1	Applications of AB	Factors that Influence the Demand Forecast	Forecasting v/s Capacity Planning	Purpose of Scheduling	need for Retailing				
	SLO-2									
S-4	SLO-1	Need for operation planning and control	Classification of Forecasting Methods	Aggregate marketing planning	Scheduling Methods: Forward Scheduling, Backward Scheduling	Retailing Implementation methodology				
	SLO-2									
S-5	SLO-1	Functions of operation planning and control	Nature of rural demand	Factors Affecting market Planning	Scheduling Activities: Routing, Loading, Dispatching	Benefits of an Retailing System				
	SLO-2									
S-6	SLO-1	Applications of Retailing	Forecasting Accuracy and its measures	Aggregate marketing Goals	heduling by Type of Operations	Factors affecting Retailing Implementation				

	SLO-2					
S-7	SLO-1	Types of Farm Chain	Mean Absolute Deviation	Forecasts of Aggregate Demand	Sc Job Operations Repetitive Operations	Role of Retailing in Operations planning and control
	SLO-2					
S-8	SLO-1	Different phases of marketing planning and control	Mean Square Error (MSE)	Farm Planning Techniques	Labor-Intensive Operations, Service Operations	Operations planning Insights from the TOC school of thought
	SLO-2					
S-9	SLO-1	Comparison of marketing planning and control activities in Farm manufacturing and service organizations	Mean Forecast Error (MFE)	Rural market Elements and Methods	Case Study	Case Study
	SLO-2					

Learning Resources	<ol style="list-style-type: none"> 1. Altekar RV. 2006. Supply Chain Management: Concepts and Cases. Prentice Hall of India. 2. Monczka R, Trent R & Handfield R. 2002. Purchasing and Supply Chain Management. Thomson Asia. 3. Van Weele AJ. 2000. Purchasing and Supply Chain Management Analysis, Planning and Practice. Vikas publ. House
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		Learning Assessment											
		Continuous Learning Assessment (50% weightage)					Final Examination (50% weightage)						
Bloom's Level of Thinking		CLA -1 (5marks)		CLA -2 (5marks)		CLA-3 (10marks)		CLA -4 (15marks)		CLA -5(15marks)		Marks -100 which will be weighted at 50%	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			Theory	Practice
Level 1	Remember	50						35		35		35	
	Understand												
Level 2	Apply	25						35		35			35
	Analyze												
Level 3	Evaluate	25						30		30		30	
	Create												
Total		100 %		100 %		100 %		100 %		100%		100 %	

CLA – 1-5: can be from any combination of these: Class Participation, Surprise Test, Cycle test, Model Examination, Mini-Projects etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
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