

CENTRAL UNIVERSITY OF PUNJAB



MBA (AGRIBUSINESS) PROGRAMME

Session - 2021-23

**Department of Applied Agriculture
School of Basic Sciences**

Graduate Attributes

The graduates of the Master of Business Administration in Agribusiness will acquire the following:

Context of Society

The students of this programme will understand the significant role of business, management, marketing, finance, and human resource for agriculture-based business environment. There will be an understanding of the basics of business ethics, research ethics, agriculture issues, and the principles of managerial practice.

Enterprising and Knowledgeable

The programme content will train learners and develop skills of agribusiness professionals. This will enhance employability in the field of agribusiness and marketing. The programme will enable students to get adopted in the area of Agribusiness as professionals (e.g., managers, agripreneurs, industry advisors, agribusiness policy makers, etc.). The emphasis is on student-centric learning where they solve the situational based problems of the sector and discuss the new innovative solutions.

Digital and Research Methodology-based skills

The students will be able to study and learn the effective use of digital tools to support academic writing, reference management and independent study using digital resources and learning materials. The understanding of the principles of business/management research methods will help the students to explore agribusiness relevant research areas and solve grassroot and industrial issues.

Course Structure

SEMESTER I						
Course Code	Course Title	Type of Course	Hours			Credits
			L	T	P	
ABM.507	Marketing Management	Core	3	0	0	3
ABM.508	Principles of Management and Organizational Behaviour	Core	3	0	0	3
ABM.509	Managerial Economics	Core	3	0	0	3
ABM.513	Managerial Accounting and Financial Management	Core	3	0	0	3
CST.501	Computer Applications	Compulsory Foundation	2	0	0	2
CST.502	Computer Applications (Practical)	Skill Based (Compulsory Foundation)	0	0	4	2

STA.503	Statistics for Sciences	Compulsory Foundation	2	0	0	2
XXX	Inter-Disciplinary Course	IDC	2	0	0	2
ABM.514	Entrepreneurial Opportunities in Agriculture Sector <i>(For students of other departments)</i>	IDC	2	0	0	2
Students need to opt for any one of following Discipline Elective Courses						
ABM.555	Agri-Supply Chain Management	Discipline Elective	3	0	0	3
ABM.576	Agricultural Input Marketing					
ABM.577	Management of Contract Farming					
Total Credits			21	0	4	23

SEMESTER II						
Course Code	Course Title	Type of Course	Hours			Credits
			L	T	P	
ABM.524	Production and Operations Management	Core	3	0	0	3
ABM.525	Human Resource Management	Core	3	0	0	3
ABM.529	Agribusiness Environment and Policy	Core	3	0	0	3
ABM.552	Strategic Management	Core	3	0	0	3
ABM.530	Agripreneurship Development	Entrepreneurship Course	1	0	0	1
XXX	Value Added Course	Elective Foundation (Value Added)	2	0	0	2
Students need to opt for any one of following Discipline Elective Courses						
ABM.551	Operations Research	Discipline Elective	3	0	0	3
ABM.557	Commodity Markets and Futures Trading					
ABM.572	Business Laws and Ethics					

ABM.591	Rural Immersion Module	Skill Based	0	0	10	5
Total Credits			18	0	10	23

SEMESTER III

Course Code	Course Title	Type of Course	Hours			Credits
			L	T	P	
ABM.521	Business Research Methods	Core	3	0	0	3
ABM.553	Agricultural Marketing Management	Core	3	0	0	3
ABM.558	Recent Trends in Agribusiness Management	Discipline Enrichment	2	0	0	2
Students need to opt for any one of following Discipline Elective Courses						
ABM.559	Rural Marketing	Discipline Elective	3	0	0	3
ABM.560	Project Management					
ABM.561	Introductory Food Preservation, Safety and Quality					
ABM.575	Food Retail Management					
ABM.592	Summer Internship	Skill Based	0	0	10	5
ABM.600	Research Proposal	Skill Based	0	0	8	4
Total Credits			11	0	18	20

SEMESTER IV

Course Code	Course Title	Type of Course	Hours			Credits
			L	T	P	
ABM.600	Dissertation	Skill Based	0	0	40	20
Total Credits			0	0	40	20

Total Credits = 23 + 23 + 20 + 20 = 86

L = Lecture; T = Tutorial; P = Practical

Note:

1. The Discipline Electives will be chosen by the student among those being offered by the Department in a particular Academic Session/Semester depending upon the infrastructure and academic expertise of the faculty members available in the Department. The decision of Department regarding Electives to be final and binding to the concerned.
2. Rural Immersion Module has to be carried out separately during the Winter Break (After completion of First Semester)
3. Summer Internship has to be carried out separately during the Summer Break (After completion of Second Semester)

Credit Distribution

Semester	Core courses	Elective Courses			Foundation Courses	
		DE	ID	SB	CF	EF/VB
I	04 (12 Cr)	01 (3 Cr)	01 (2 Cr)	--	03 (6 Cr)	--
II	04 (12 Cr)	01 (3 Cr)	--	01 (5 Cr)	01 (1 Cr) ENT	01 (2 Cr)
III	02 (6 Cr)	01 (3 Cr)	--	01 (5 Cr) 01 (4 Cr: Research Proposal)	01 (2 Cr) DEC	--
IV	--	--	--	01 (20 Cr: Dissertation)	--	--
Credits	30	9	2	34	9	2
Total					86	

DE: Discipline Elective; **ID:** Interdisciplinary; **SB:** Skill-based; **CF:** Compulsory foundation (DEC-Discipline Enrichment; ENT-Entrepreneurship); **EF:** Elective foundation; **VB:** Value-based

Evaluation Criteria

	Core, Discipline Elective, Compulsory Foundation, Value Added and Interdisciplinary Courses		Discipline Enrichment Course		Entrepreneurship Course	
	Marks	Evaluation	Marks	Evaluation	Marks	Evaluation
Internal Assessment	25	Various	-	-	-	-
Mid-semester test (MST)	25	Subjective	50	Objective	25	Objective
End-semester test (EST)	50	Subjective (70%) Objective (30%)	50	Objective	25	Subjective

Summer Internship (Skill-based)		
	Marks	Evaluation

Supervisor	50	Continuous assessment (regularity in work (10), mid-term evaluation (10); Internship report (10), presentation (10), final viva-voce (10)
External expert, HoD and senior-most faculty of the department	50	Internship report (30), presentation (10), final viva-voce (10)

Rural Immersion Module (Skill-based)		
	Marks	Evaluation
Continuous Assessment	50	Attendance (20), Reporting (10), Field Visits (10)
Presentation	20	Presentation skills (10), Response to queries (10)
Report	30	

Research Proposal (Third Semester)		
	Marks	Evaluation
Supervisor	50	Dissertation proposal and presentation
HoD and senior-most faculty of the department	50	Dissertation proposal and presentation

Dissertation (Fourth Semester)		
	Marks	Evaluation
Supervisor	50	Continuous assessment (regularity in work, mid-term evaluation) dissertation report, presentation, final viva-voce
External expert, HoD and senior-most faculty of the department	50	Dissertation report (30), presentation (10), final viva-voce (10)

SEMESTER- I CORE COURSES

L	T	P	Cr
3	0	0	3

Course Code: ABM.507

Course Title: Marketing Management

Total Hours - 45

Learning Outcome:

After completion of the course the students will be able to

- Assess the importance of marketing, pricing, advertising, forecasting and development of new and existing products and services for the industry.

- Analyzing various alternatives at managerial roles in the industrial and corporate sector.
- Interpret the depth knowledge of branding.

UNIT I **11 hours**

Introduction to Marketing; Understanding the Marketing Environment; Marketing Mix; Market Segmentation, Targeting and Positioning; Consumer Behaviour.

UNIT II **11 hours**

Product; Classification of Products; New Product Development; Product Life Cycle; Product Line; Product Mix; Branding, Packaging and Labelling; Pricing; Factors affecting prices; Pricing Methods.

UNIT III **11 hours**

Distribution Channels; Types of Distribution Channels; Channel Management Decisions; Promotion; Promotion Mix; Advertising; Personal Selling; Sales Promotion; Publicity; Public Relations.

UNIT IV **12 hours**

Customer Relationship Management; Marketing Information System; Marketing Research; E-Marketing (Online Marketing); Green Marketing; Consumerism.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Ghosh P. K., (2002). Industrial Marketing. Oxford University Press, New Delhi.
2. Kotler, P. & Keller, K., (2015) Marketing Management. *Pearson Publishers*, New Delhi.
3. Neelamegham, S., (1988). Marketing in India: Cases and Readings, Vikas, New Delhi.
4. Palmere, A., (2011). Principles of Service Marketing. Oxford University Press.
5. Ramaswamy, V. S. and Namakumari, S., (2002). Marketing Management, Planning and Control. Macmillan India Ltd., New Delhi.

L	T	P	Cr
3	0	0	3

Course Code: ABM.508

Course Title: Principles of Management and Organizational

Behaviour

Total Hours - 45

Learning Outcome:

After completion of the course the students will be able to

- Interpret management level activities in an organised manner such as planning, directing, controlling the human and other resources in an organization.
- Assess the behavior of employees, their needs and rewards.
- Support and accomplishing the goals of both the employees & organization.
- Adapt Knowledge management and the ways to serve society under CSR.

UNIT I 11 hours

Management – Nature, Scope, Significance and Functions; Management Theories; Management By Objectives (MBO); Planning; Organizing; Directing; Staffing; Controlling; Reviewing; Budgeting.

UNIT II 11 hours

Types of Organization; Motivation; Decision Making; Organizational Communication; Corporate Social Responsibility (CSR).

UNIT III 11 hours

Introduction to Organizational behaviour; Individual Behaviour; Personality; Perception; Values; Attitude; Emotions; Groups; Teams.

UNIT IV 12 hours

Globalization; Diversity; Ethics; Organizational Culture; Managing Conflict; Negotiation skills; Stress Management; Power and Politics.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Cherunilam, F., 1993, Organisational Behaviour, Himalaya Publishing House, New Delhi.
2. Greenberg, J., 2013, Behavior in Organisations, PHI Learning Private Limited, New Delhi.
3. Harold, K. and Weirich, H., 2005, Management – A Global Perspective, McGraw Hill Education, 11th edition.
4. John A. Wagner III, J. A. and Hollenbeck, J. R., 2015, Organizational Behaviour, Routledge Taylor & Francis Group, New York.

5. Kolb, D., 1991, Organizational Behaviour: Practical Readings for Management, 5th Englewood Cliffs, New Jersey, PHI.
6. Luthans, F., 2013, Organisational Behaviour, Prentice Hall of India, 12th Edition, New Delhi.
7. Mainiero, L. A. and Tromley C. L., 1985, Developing Management Skill in OB, New Delhi, PHI.
8. Meena Sharma, 2016, Principles of Management, First Edition, Himalaya Publishing House, New Delhi.
9. Neck, C. P., Houghton, J.D. and Murray E.L., 2017, Organizational behavior, Sage Publication India Private Limited.
10. Robbins, S.P. and Vohara, N., 2011, Organisational Behaviour, Pearson Education, New Delhi.

L	T	P	Cr
3	0	0	3

Course Code: ABM.509

Course Title: Managerial Economics

Total Hours - 45

Learning Outcome:

After completion of this course students will be able to

- Identify the concepts concerned with the production, consumption, forecasting the demand & supply of the products and services.
- Analysis of various economic factors and functions.
- Formulate the business policies for industry purposes and also the course will guide in academic research.
- Calculations of various Incomes & Indexes.

UNIT I

12 hours

Scope of managerial economics, objective of the firm and basic economic principles; mathematical concepts used in managerial economics.

UNIT II

11 hours

Introduction to Micro Economics; Demand Analysis – Demand Schedule & Elasticity of Demand, Demand Forecasting. Supply Analysis – Supply Schedule & Elasticity of Supply; Production Analysis – Production Function, Law of Variable Proportions and the Laws of Returns to Scale.

UNIT III

11 hours

Economies of Scale; Pricing, Price and Output Determination under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly; Pricing Strategies.

UNIT IV**11 hours**

Macroeconomics: Meaning, nature and scope, National income: Concepts, measurement, difficulties and importance; WPI (Wholesale Price Index), CPI (Consumer Price Index); Inflation; Business cycles and business policies.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Barwell and Richard, 2016, Macroeconomic policy after the crash: Issues in monetary and fiscal policy, Palgrave Macmillan Publishers, New Delhi.
2. Chauhan, M. S., 2014, Micro Economics: A Brief Study. Global Publications, New Delhi.
3. D'Souza, E., 2009, Macroeconomics, Pearson Education, New Delhi.
4. Damodaran, S., 2007, Managerial Economics. Oxford: New Delhi.
5. Dwivedi, DN. 2015, Managerial Economics. 8th Edition, Vikash Publishing House, New Delhi.
6. Gupta G.S., 2014, Macroeconomics – Theory and Applications, Tata McGraw Hill, New Delhi.
7. Gupta S.B., 2009, Monetary Economics: Theory, Policy and Institutions, S. Chand, New Delhi.
8. Shapiro, E., 2013, Macroeconomic Analysis, Galgotia, New Delhi.
9. Vaish, M.C., 2010, Macroeconomic Theory, Vikas Publications, New Delhi.

L	T	P	Cr
3	0	0	3

Course Code: ABM.513

Course Title: Managerial Accounting and Financial Management

Total Hours - 45

Learning Outcome:

After completion of the course the students will be able to

- Compare and contrast techniques of financial statement analysis.
- Apply budgetary control and standard costing techniques in managerial decision making.
- Compare and contrast various financial goals.
- Examine the relevance of capital budgeting techniques.

- Evaluate the significance of working capital management and

UNIT I **11 hours**

Management Accounting: Meaning, Function, Scope, Utility, Limitation and Tools of Management Accounting, Relationship among various streams of accounting, Analysis of Financial Statement: Ratio Analysis, Common Size Statement, Cash Flow Statement and Fund Flow Statement.

UNIT II **10 hours**

Introduction to Financial Management, Its meaning and functions, Interface of financial management with other functional areas of a business. Measures of Return and Risk. Determinants of required rate of return, Relationship between Risk and Return. Risk Analysis and its measures.

UNIT III **12 hours**

Capital Structure, Determinants of size and composition of Capital Structure, Capital Structure Theories; Long term financing and Cost of Capital. Working Capital Management, Determinants of Size and Composition of Working Capital, Cash and receivables management, Working Capital Management Theories, Financing of Working Capital.

UNIT IV **12 hours**

Financial planning and Forecasting, Financial planning for mergers & acquisition, Capital Budgeting, Undiscounted and Discounted cash flow methods of Investment Appraisal; - Urgency, Pay Back periods, ARR, NPA, IRR, Portfolio Analysis, B.C. Ratio, Sensitivity Analysis., Hybrid finance and lease finance.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Berk J., Harford J. & Marzo P.D., Fundamentals of Corporate Finance, Pearson Education, 2019 (3/e).
2. Garrison R.H., Noreen E., Brewer P.C., Managerial Accounting, McGraw Hill, 2016, (14/e).
3. Hilton R.W. & Platt D., Managerial Accounting: Creating Value in dynamic Business Environment, McGraw Hill, 2017, (10/e)
4. Horngreen C.T., Introduction to Mangement Accounting. Pearson Eduation, 2014 (16/e).
5. Khan, M.Y, Jain, P K, Management Accounting -Text Problems & Cases,Tata Mcgraw Hill, 2010.

6. Pandey, I. M. 2014, Management Accounting. Vikas Publishing House, New Delhi.
7. Shah P., Management Accounting, Oxford University Press, 2015 (2nd Edition)
8. Titman S., Keown A.J. & Martin J.D., Financial Management: Principles and Applications, Pearson Education, 2019, (13/e).

COMPULSORY FOUNDATION COURSES

L	T	P	Cr
2	0	0	2

Course Code: CST.501

Course Title: Computer Applications

Total Hours - 30

Learning Outcome:

After completion of the course the students will be able to

- Use different operating system and their tools easily.
- Use word processing software, presentation software, spreadsheet software and latex.
- Understand networking and internet concepts.
- Use computers in every field like teaching, industry and research.

UNIT I

7 hours

Computer Fundamentals: Introduction to Computer, Input devices, Output Devices, Memory (Primary and Secondary), Concept of Hardware and Software, C.P.U., System bus, Motherboard, Ports and Interfaces, Expansion Cards, Ribbon Cables, Memory Chips, Processors, Software: Types of Software, Operating System, User Interface of popular Operating System, Introduction to programming language, Types of Computer.

UNIT II

8 hours

Computer Network: Introduction to Computer Network, Types of Network: LAN, WAN and MAN, Topologies of Network, Internet concept, WWW.

Word Processing: Text creation and Manipulation; Table handling; Spell check, Hyper-linking, Creating Table of Contents and table of figures, Creating and tracking comments, language setting and thesaurus, Header and Footer, Mail Merge, Different views, Creating equations, Page setting, Printing, Shortcut keys.

UNIT III

7 hours

Presentation Tool: Creating Presentations, Presentation views, working on Slide Transition, Making Notes Pages and Handouts, Drawing and Working with Objects, Using Animations, Running and Controlling a Slide Show, Printing Presentations, and Shortcut keys.

Spread Sheet: Entering and editing data in cell, Basic formulas and functions, deleting or inserting cells, deleting or inserting rows and columns, printing of Spread Sheet, Shortcut keys.

UNIT IV

8 hours

Use of Computers in Education and Research: Data analysis tools, e-Library, Search engines related to research, Research paper editing tools like Latex.

Transactional Modes: PPT, Video, e-content, google drive

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Sinha, P.K. Computer Fundamentals. BPB Publications.
2. Goel, A., Ray, S. K. 2012. Computers: Basics and Applications. Pearson Education India.
3. Microsoft Office Professional 2013 Step by Step
<https://ptgmedia.pearsoncmg.com/images/9780735669413/samplepages/9780735669413.pdf>

L	T	P	Cr
0	0	4	2

Course Code: CST.502

Course Title: Computer Applications - Lab

Total Hours - 60

The lab assignments will be based on theory paper **CST.501**.

L	T	P	Cr
2	0	0	2

Course Code: STA.503

Course Title: Statistics for Sciences

Total Hours - 32

Learning Outcome:

- The students will be able to apply statistical principles and procedures for solving food science problems.

UNIT I**8 Hours**

Descriptive Statistics: Meaning, need and importance of statistics. Attributes and variables. Measurement and measurement scales. Collection and tabulation of data. Diagrammatic representation of frequency distribution: histogram, frequency polygon, frequency curve, ogives, stem and leaf plot, pie chart.

UNIT II**8 Hours**

Measures: Measures of central tendency, dispersion (including box and whisker plot), skewness and kurtosis. Linear regression and correlation (Karl Pearson's and Spearman's) and residual plots.

UNIT III**8 Hours**

Random variables and Distributions: Discrete and continuous random variables. Discrete Probability distributions like Binomial, Poisson and continuous distributions like Normal, F and student-t distribution.

UNIT IV**8 Hours**

Differences between parametric and non-parametric statistics. Confidence interval, Errors, Levels of significance, Hypothesis testing. Parametric tests: Test for parameters of Normal population (one sample and two sample problems) z- test, student's t-test, F and chi-square test and Analysis of Variance (ANOVA). Non-Parametric tests: One sample: Sign test, signed rank test, Kolmogorov- Smirnov test, run test. Critical difference (CD), Least Significant Difference (LSD), Kruskal-Wallis one-way ANOVA by ranks, Friedman two-way ANOVA by ranks.

Transactional Modes: Mode of transaction shall be Lecture, presentation, Lecture-cum-demonstration, Seminar, discussion etc.

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Recommended Books:

1. P. L. Meyer, Introductory Probability and Statistical Applications, Oxford & IBH Pub, 1975.
2. R. V. Hogg, J. Mckean and A. Craig, Introduction to Mathematical Statistics, Macmillan Pub. Co. Inc., 1978.

Suggested Readings:

1. F. E. Croxton and D. J. Cowden, Applied General Statistics, 1975.
2. P. G. Hoel, Introduction to Mathematical Statistics, 1997.

INTER-DISCIPLINARY COURSE
(For students of other Departments)

L	T	P	Cr
2	0	0	2

Course Code: ABM.514

Course Title: Entrepreneurial Opportunities in Agriculture Sector

Total Hours – 30

Learning Outcome:

After completion of the course the students will be able to

- Explore the concept of Entrepreneurship in Agricultural Sector
- Analyse the use of Technology in Agricultural Entrepreneurship
- Promote skill development in the field of agri- entrepreneurship
- Prepare Young Entrepreneurs for self-employment
- Develop facilities for agri - production and sale & marketing of agri- products

UNIT I

8 hours

Agricultural Commodities; Trends in Consumer Preference; Government Agencies and Private Organizations in the Agriculture, Food, and Natural Resources Industry; Agriculture's Impact on the Economy.

UNIT II

7 hours

Introduction to entrepreneur and entrepreneurship; Characteristics and functions of entrepreneurs; Classification of entrepreneurs; Entrepreneurial opportunities in Agriculture Sector.

UNIT III

7 hours

Women entrepreneurship; Role of entrepreneurship in economic development; Barriers to entrepreneurship; Forms of Business Ownership; Sources of innovative opportunities; Pre-feasibility study; Sources of finance; Business plan.

UNIT IV

8 hours

Government programmes for development of agri-entrepreneurship; Micro, Small and Medium Enterprises (MSME); Agri clinic and Agribusiness Centers Programme (ACABC); Startup India; MUDRA Yojana.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Dandekar, V. M. and Sharma, V. K., 2016, Agri-Business and Entrepreneurship Development. Manglam Publications, New Delhi.
2. Desai, V., 2006, Entrepreneurship Development, Project formulation, Appraisal & Financing for Small Industry. Himalaya Publications, New Delhi.
3. Hisrich, R. D. and Peters, M. P., 2002, Entrepreneurship, Tata McGraw Hill.
4. Kaplan, J. M. and Warren, A. C., 2013, Patterns of Entrepreneurship Management, John Wiley & Sons; 4th revised edition.
5. Nandan, H., 2007, Fundamentals of Entrepreneurship Management, Prentice Hall.

DISCIPLINE ELECTIVE COURSES**(Students need to opt for any one of following DE courses)**

L	T	P	Cr
3	0	0	3

Course Code: ABM.555**Course Title: Agri-Supply Chain Management****Total Hours - 45****Learning Outcome:****After completion of this course students will be able to**

- Manage the flow of goods and services, process of conversion of resources and efficiently running supply to deliver products to the end-user at a low cost.
- Develop various supply chain models and their applications.
- Formulate Inventory management techniques to control the quality and minimize the cost of handling.
- Evaluate performance measurement of different methods of SCM.

UNIT I**10 hours**

Supply Chain: Changing Business Environment; SCM: Present Need; Conceptual Model of Supply Chain Management; Evolution of SCM; SCM Approach; Traditional Agri. Supply Chain Management Approach; Modern Supply Chain Management Approach; Elements in SCM.

UNIT II**12 hours**

Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management. Procurement Management in Agri. Supply chain: Purchasing Cycle, Types of Purchases, Classification of Purchases Goods or Services, Traditional Inventory Management, Material Requirements Planning, Just in Time (JIT), Vendor Managed Inventory (VMI).

UNIT III **11 hours**

Logistics Management: History and Evolution of Logistics; Elements of Logistics; Management; Distribution Management, Distribution Strategies; Pool Distribution; Transportation Management; Fleet Management; Service Innovation; Warehousing; Packaging for Logistics, Third-Party Logistics (TPL/3PL); GPS Technology.

UNIT IV **12 hours**

Concept of Information Technology: IT Application in SCM; Advanced Planning and Scheduling; SCM in Electronic Business; Performance Measurement and Controls in Agri. Supply Chain Management- Benchmarking: introduction, concept and forms of Benchmarking.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Acharya, S. S., and Agarwal, N. L., 2011, Agricultural marketing in India. Oxford and IBH.
2. Altekar, R. V., 2006, Supply Chain Management: Concepts and Cases. PHI.
3. Chopra, S., Meindl, P. and Kalra, D. V., 2016, Supply chain management: Strategy, Planning, and Operation, Pearson Education India.
4. Monczka, R., Trent, R. and Handfield, R., 2002, Purchasing and Supply Chain Management. Thomson Asia.
5. Van Weele, A. J., 2000, Purchasing and Supply Chain Management Analysis, Planning and Practice, Vikas Publ. House.

L	T	P	Cr
3	0	0	3

Course Code: ABM.576

Course Title: Agricultural Input Marketing

Total Hours - 45

Learning Outcome:

After completion of this course students will be able to

- Learn the importance of agri inputs, their marketing to support the agri industry by meeting various inputs needs to different organisations and responding to rapid changes.

- Understand the different types of agriculture input and their use.
- Understand the role of government, their policies and other agencies in this sector.
- Understand the various companies which are functioning in the agri-input sector.

UNIT I

10 hours

Agricultural input marketing – meaning and importance; Management of distribution channels for agricultural input marketing; Agricultural Inputs and their types – farm and non-farm, role of cooperative, public and private sectors in agri- input marketing. Marketing channels for different agri- inputs, Competitive marketing strategy and advancement in agricultural marketing, IPRs in agricultural inputs.

UNIT II

12 hours

Seed- Importance of seed input; Types of seeds- hybrid, high yielding and quality seeds; Demand and supply of seeds; Seed marketing channels, pricing, export import of seeds; Role of National Seed Corporation and State Seed Corporation, Contemporary Promotional activities by various seed companies, Government policies and schemes regarding seed marketing for various stakeholders, Bio inputs and current scenario.

UNIT III

12 hours

Chemical Fertilizers- Production, export-import, supply of chemical fertilizers, Demand/consumption, Prices and pricing policy; subsidy on fertilizers; marketing system – marketing channels, problems in distribution; Role of IFFCO and KRIBCO in fertilizer marketing, Different government policies and schemes, Contemporary Promotional activities by various fertilizer companies, Case studies pertaining to fertilizer marketing in India and abroad. Plant Protection Chemicals- Production, export/import, consumption, and marketing system – marketing channels.

UNIT IV

11 hours

Farm Machinery- Production, supply, demand, Marketing and distribution channels of farm machines; Agro-industries Corporation and marketing of farm machines / implements/Equipments, Various government policies and schemes associated with PPCs.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Acharya, S. S. and Agarwal, N. L., 2011. Agricultural Marketing in India. 4th Ed. Oxford and IBH.

2. Broadway A. C. and Broadway, A. A., 2003, A Text Book of Agri-Business Management. Kalyani.
3. Singh Sukhpal, 2004, Rural Marketing- Focus on Agricultural Inputs. Vikas Publ. House.
4. Singh, A. K. and Pandey, S., 2005. Rural Marketing. New Age.

L	T	P	Cr
3	0	0	3

Course Code: ABM.577

Course Title: Management of Contract Farming

Total Hours - 45

Learning Outcome:

After completion of this course students will be able to

- Assess various agreements made between a buyer and farmers and their conditions to produce the agreed quantities.
- Introduce the regulations and formalities to be followed to make contracts.
- Manage a farm through contracts and get the work done through the contract farming.
- Apply management of project and analysing the issues of farmers under the contracts.

UNIT I 10 hours

Concept and Logic of Contract Farming; Contract Farming – Past and Present; Advantages and Problems of Contract Farming - Advantages for farmers, Problems faced by farmers, Advantages for sponsors, Problems faced by sponsors.

UNIT II 12 hours

Key Preconditions for Successful Contract Farming - Profitable market, Physical and Social Environments, Government support, Inventories of preconditions, Price fixation, Quality & Quantity Defaults; Conflict/dispute resolution

UNIT III 12 hours

Types of Contract Farming - Centralized Model, Nucleus Estate Model, Multipartite Model, Informal Model, Intermediary Model; Contracts and their Specifications - Legal framework, Formula, Format, Specifications, Model contract farming act 2018 and New Amendments.

UNIT IV 11 hours

Managing the Project - Coordinating production, managing the agronomy, Farmer-management relations; Monitoring Performance - Monitoring quality and yields, Monitoring human resources, Protecting the environment.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Deshpande, C. S., 2005, Contract Farming as means of Value Added Agriculture, retrieved from <https://www.nabard.org/pdf/OC%2042.pdf>
2. FAO Agricultural Services Bulletin 145, 2017, Contract farming Partnerships for growth, retrieved from <http://www.fao.org/docrep/014/y0937e/y0937e00.pdf>
3. Rehber, E., 2007, Contract Farming: Theory and Practice, Icfai University Press
4. Singh, S., 2005, Contract Farming for Agricultural Development Review of Theory and Practice with Special Reference to India.
5. Singh, S., 2005, Political Economy of Contract Farming in India, Allied Pub. Pvt. Ltd.

**SEMESTER- II
CORE COURSES**

L	T	P	Cr
3	0	0	3

Course Code: ABM.524

Course Title: Production and Operations Management

Total Hours - 45

Learning Outcome:

After completion of the course the students will be able to

- Evaluate the need for creation of goods and services.
- Measure the production process by proper planning and utilization of raw material and human efforts in an organization.
- Assess the importance of quality and inspection in production activities.
- Invent efficient management of materials in all stages of production.

UNIT I 11 hours

Nature and Scope of Production and Operations Management; Its relationship with Other Systems in the Organization; Factors Affecting System and Concept of Production and Operation Management; Facility location, Types of Manufacturing Systems and Layouts, Layout Planning.

UNIT II 11 hours

Productivity Variables and Productivity Measurement, Production Planning and Control, Mass Production, Batch Production, Job Order Manufacturing, Product Selection, Product Design and Development, Process Selection.

UNIT III 12 hours

Scheduling, Maintenance Management Concepts, Work Study, Approaches to quality management, Quality control: Statistical quality control, Total Quality Management, ISO 9000 series, Six Sigma. Introduction to re-engineering, value engineering.

UNIT IV

11 hours

An Overview of Material Management, Determination of Material Requirement, Purchase Management, Store Management, Logistics management, Material Planning and Inventory management, JIT and Lean Systems.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Adam, E. Everett, Ebert J. Ronald, 2003, Production and Operations Management concept, models, and behavior. Prentice Hall of India, New Delhi.
2. Aswathapa, K., 2005, Production & Operations Management. Himalaya Publishing House, New Delhi.
3. Buffa, E. S. and Sarin, R. K., 2010, Modern Production & operation Management. Wiley India Private Limited.
4. Chary S. N., 2000, Production & Operations Management. Tata McGraw hills, New Delhi.
5. Muhlemann, A., 2009, Production and Operations Management. Pearson Education, Delhi.

L	T	P	Cr
3	0	0	3

Course Code: ABM.525

Course Title: Human Resource Management

Total Hours - 45

Learning Outcome:

After completion of the course the students will be able to

- Assess effective management of people in an organization.
- Demonstrate different ways to maximize employee performance.
- Apply various recruitment & training activities in an organization.
- Analyzing the performance appraisal of employees in different conditions.

UNIT I **11 hours**

Nature and Scope of HRM; Functions of HRM; Job Analysis; Job Design; Job Description; Job Evaluation.

UNIT II **11 hours**

Human Resource Planning; Recruitment; Selection; Orientation/Induction; Training and Development; Types of Training.

UNIT III **11 hours**

Performance Appraisal; Performance Appraisal Process and Methods; Promotion; Demotion; Transfers; Absenteeism; Labour Turnover.

UNIT IV **12 hours**

Wages and Salary Administration; Rewards and Incentives; Internal Mobility; Labour welfare and Social Security; Health and Safety; Labour Legislations; Quality of Work Life.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Aswathappa, K. and Dash, S., 2010, International Human Resource Management, Text and Cases, Mc Graw Hill, New Delhi.
2. Dessler, G., 2007, Human Resource Management. Prentice Hall, India Pvt. Ltd., New Delhi.
3. Mondy, R.W., 2006, Human Resource Management. Pearson education, New Delhi.
4. Rao, V. S. P., 2009, Human Resource Management-Text and Cases. Excel Books, New Delhi.

L	T	P	Cr
3	0	0	3

Course Code: ABM.528

Course Title: Agribusiness Environment and Policy

Total Hours - 45

Learning Outcome:

After completion of this course students will be able to

- Recommend reforms to make various decisions and policies for agriculture.

- Illustrate the role of agriculture in the development of the nation.
- Identify significance of food and its policies.
- Develop sustainable policies regarding food and agriculture at the planning level.

UNIT I

11 hours

Agri-business: Meaning and scope of agri-business; Changing dimension of agricultural business; Role of Agriculture Sector in Economic Development; Structure of Agriculture - Linkages among sub-sectors of the Agribusiness sector; Agricultural Policy and Programmes under different Planning Periods (Five Year Plans); Revolutions related to agriculture sector.

UNIT II

11 hours

Impact of Liberalization, Privatization and Globalization on Agri business sector; PESTEL Analysis; Population and Food supply; Food Security Act and Reforms in India; Food Corporation of India; Public Distribution System, Targeted Public Distribution System.

UNIT III

11 hours

Agricultural Price Policy; Reforms in Agricultural Produce Marketing Committee (APMC) Act; Agricultural Marketing Infrastructure; Contract Farming; Agricultural Credit structure in India.

UNIT IV

12 hours

Agricultural Insurance; Policy initiatives in Agricultural Input Sector; Policy initiatives in Food Processing Sector; Production Linked Incentive Scheme; Policy initiatives in organic farming and sustainable agricultural production.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested readings:

1. Deshpande, R.S. and Arora, S., 2010, Agrarian crisis and farmer suicides. Sage publications, Delhi.
2. Gupta, K. B., Siddiqui, F. and Alam, I., 2014, Rural Management, CBS Publishers and Distributors Pvt. Ltd., Delhi.
3. Konig, G., Da Silva, C. A. and Mhlanga, N., 2013, Enabling environments for agribusiness and agro-industries development: Regional and country perspectives, FAO, Roma (Italia).
4. Palanithurai, G. and Ramesh, R., 2011, Globalisation and rural development. Concept publishing company, Delhi.
5. Sabharwal, D., 2002, New Technology and Agrarian Change, Sanjay Publication, Delhi.

6. Singh, K., 2009, Rural Development: Principles, Politics and Management, Sage Publications India Pvt. Ltd., Delhi.

L	T	P	Cr
3	0	0	3

Course Code: ABM.552

Course Title: Strategic Management

Total Hours - 45

Learning Outcome:

After completion of this course students will be able to

- Implement of the goals of the organization, assessments of the resources and environment.
- Identify the objectives of the organization and focusing them for the long term.
- Introduce various theories of analysis of the industry and environment to make decisions in an organization.
- Evaluation of the techniques and controlling it in an effective manner for the welfare of the organization.

UNIT I

12 hours

Basic concepts of strategic management- phases and benefits of strategic management, impact of globalization on strategic management, theories of organizational adaptation, basic model of strategic management. Corporate governance and social responsibility. Environmental scanning and industry analysis-analysis of task environment, Porter's approach to industry analysis, hyper-competition.

UNIT II

12 hours

Internal scanning-organizational analysis. Strategy formulation - situation analysis and business strategy including Porter's competitive strategies, cooperative strategies. Corporate strategy- directional strategies including growth, stability and retrenchment strategies, portfolio analysis, corporate parenting.

UNIT III

11 hours

Functional strategy and strategic choice- core competencies, sourcing decisions, marketing, financial, operations and R&D strategy. Strategy implementation and control- developing organization structure, staffing and directing, use of nonfinancial measures for strategy implementation and control, balanced scorecard approach.

UNIT IV

10 hours

Evaluation and control. Strategic issues in entrepreneurial ventures and small businesses. Strategic issues in not-for-profit organizations.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. David, Fred R. and David, Forest R., 2017, Strategic management: Concepts and cases, Pearson Education, New Delhi.
2. Thompson Jr., A. A., Peteraf, M. and Gamble, J. E., 2015, Crafting and Executing Strategy. McGraw Hill, Irwin.
3. Gluek, W. F., 2005, Strategic management and Business Policy. New Delhi, Tata McGraw Hills
4. Kazmi, A., 2002, Business Policy and Strategic Management. Tata Mcgraw Hill, New Delhi.
5. Porter, M. E., 2008, Competitive strategy: Techniques for analyzing industries and competitors. Simon and Schuster.
6. Shrinivasan, R., 2012, Strategic Management: Indian Context. PHI
7. Stead, J. G. and Stead, E. W., 2014, Sustainable Strategic Management. Routledge Taylor & Francis Group.
8. Wheelen, T.L. and Hunger, J.D., 2003, Strategic Management and Business Policy. Pearson Education, (LPE), New Delhi.

**COMPULSORY FOUNDATION COURSE
(Entrepreneurship Course)**

L	T	P	Cr
1	0	0	1

Course Code: ABM.529

Course Title: Agripreneurship Development

Total Hours - 15

Learning Outcomes:

After completion of this course students will be able to

- Understand the basic concepts of entrepreneur, entrepreneurship and its importance.
- Aware of the issues, challenges and opportunities in entrepreneurship.
- Be able to develop capabilities of preparing proposals for starting small businesses.
- Know the availability of various institutional supports for making a new start-up.

UNIT I

4 hours

Introduction to entrepreneur and entrepreneurship; Characteristics and functions of entrepreneurs; Classification of entrepreneurs; Entrepreneurial opportunities in Agriculture Sector.

UNIT II **3 hours**

Women entrepreneurship; Role of entrepreneurship in economic development; Barriers to entrepreneurship; Forms of Business Ownership.

UNIT III **4 hours**

Sources of innovative opportunities; Pre-feasibility study; Sources of finance; Business plan.

UNIT IV **4 hours**

Government programmes for development of agri-entrepreneurship; Micro, Small and Medium Enterprises (MSME); Agri clinic and Agribusiness Centers Programme (ACABC); Startup India; MUDRA Yojana.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Suggested Readings:

1. Dandekar, V. M. and Sharma, V. K., 2016, Agri-Business and Entrepreneurship Development. Manglam Publications, New Delhi.
2. Desai, V., 2006, Entrepreneurship Development, Project formulation, Appraisal & Financing for Small Industry. Himalaya Publications, New Delhi.
3. Hisrich, R. D. and Peters, M. P., 2002, Entrepreneurship, Tata McGraw Hill.
4. Kaplan, J. M. and Warren, A. C., 2013, Patterns of Entrepreneurship Management, John Wiley & Sons; 4th revised edition.
5. Nandan, H., 2007, Fundamentals of Entrepreneurship Management, Prentice Hall.

DISCIPLINE ELECTIVE COURSES

(Students need to opt for any one of following DE courses)

L	T	P	Cr
3	0	0	3

Course Code: ABM.551

Course Title: Operations Research

Total Hours - 45

Learning Outcome:

After completion of this course students will be able to

- Apply problem solving and decision making through the use of various mathematical tools and set day to day activities in the organization.
- Importance of various programming methods and their applications.

- Demonstrate learning simulation techniques to study the problems and setting up new models.

UNIT I **11 hours**

Basic concepts of Operations Research (OR), Areas of Application, Decision making using quantitative tools and techniques.

UNIT II **12 hours**

Linear programming (LPP) and their applications, Structure and formulations, Graphical method, Simplex method; Transportation.

UNIT III **12 hours**

Theory of Games: Two-person-zero-sum games, Pure strategies, Mixed strategies, Dominance; Queuing Theory: Basic model and characteristics, Solution and applications.

UNIT IV **10 hours**

Replacement models: Theory and applications, Simulation, Monte Carlo simulation models; Model formulation.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Hillier, L., 2005, Operations Research: Concepts & Cases. Tata McGraw Hill, New Delhi.
2. Kothari, C. R., 1994, An Introduction to Operations Research. Vikas Publishing House, New Delhi.
3. Shenoy, G.V., 2009, Operations Research for Management. New Age Publishers: New Delhi.
4. Taha, H. A., 2006, Operations Research- an Introduction. Prentice Hall of India, New Delhi.
5. Vohra, N.D., 2009, Quantitative Techniques in Management. Tata McGraw Hill, New Delhi.

L	T	P	Cr
3	0	0	3

Course Code: ABM.557

Course Title: Commodity Markets and Futures Trading

Total Hours - 45

Learning Outcome:

After completion of this course students will be able to

- Determine the commodity market, concepts and terms.
- Assess functioning of the commodity market and regulations to trade.
- Apply technological advancement in commodity trading.
- Introduced to various agencies and settlement of contracts.

UNIT I

10 hours

Introduction to commodity derivatives and price risk management in agricultural markets; organizational setup of exchanges and specifications of futures contracts in world's leading commodity exchanges.

UNIT II

12 hours

Mechanics of futures trading; hedging price risk using futures contracts; option transaction and forward transaction – concept and mechanism, price discovery mechanism and market

UNIT III

12 hours

Clearinghouse and margin system; clearing, settlement and delivery of contracts; Market surveillance and risk control; trading in warehouse receipts (WRs): WRs and collateralized commodity financing

UNIT IV

11 hours

Regulation of futures and trading practices in leading national and regional exchanges in India.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Hull, John C. 2017. Fundamentals of futures and options markets, Boston, Pearson publication.
2. Ram, P. V. and Bala, S. D., 2016, Strategic Financial Management. Snow White Publ.
3. Bomin, C. A., 1990, Agricultural Options: Trading, Risk Management and Hedging. Wiley Publ.
4. Gupta, S.L., 2005, Financial Derivatives. PHI.
5. Sridhar, A. N., 2008,
6. Future and Options. Shroff Publishers and Distributors Pvt. Ltd.

L	T	P	Cr
3	0	0	3

Course Code: ABM.572

Course Title: Business Laws and Ethics

Total Hours - 45

Learning Outcome:

After completion of this course students will be able to

- Analyse the ethics and aspects of good business conduct.
- Explain different laws governing the business and other day to day activities which a manager should abide by in the course of conducting any business activities.
- Assess the importance of ethics and governance in the business.
- Evaluate different act and regulations to be performed in the course of business.

UNIT I

12 hours

The Indian Contract Act: Essentials of a valid contract, void agreements, performance of contracts, breach of contract and its remedies, Quasi-Contracts, Sale of Goods Act 1930, Indian Partnership Act 1932.

UNIT II

11 hours

Companies Act-2013: Incorporation, Commencement of Business, Memorandum and Article of Association, Doctrine of Ultra Vires, Doctrine of Indore Management, Types of companies, Management, Meetings of Company, Mismanagement, Winding-Up of company.

UNIT III

12 hours

Negotiable Instruments Act, 1881, Consumer Protection Act, 1986, Food Safety and Standard Act 2006, Industrial Dispute Act, 1947, CSR Act & provisions in India.

Unit IV

10 hours

Nature and importance of ethics and moral standards; corporations and social responsibilities, scope and purpose of business ethics; Ethics in business functional areas; industrial espionage; solving ethical problems; governance mechanism.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Andrew Lidbetter, (1999), Company Investigations and Public Law, Hart Publishing
2. Bangia, R. K.(2015), Indian Contract Act, Allahabad Law Agency.
3. Consumer Protection Act, 1986(Bare Act),2015 Professional Book Publishers.
4. Contract Act, 1872 (Bare Act), 2016 , Universal Law Publishing
5. Diwan Paras (2014), Indian contract Act, Allahabad Law Agency.
6. Food Safety and Standard Act 2006, (Bare Act) ,2015, Professional Book Publishers.
7. Gulshan, S. S., 2009, Business Law. Excel Books, New Delhi.
8. Industrial Dispute Act,1947 (Bare Act), 2016, Universal Law Publishing.
9. Kapoor, N. D., 2012, Elements of Company Law. Jain Book Agency, New Delhi.
10. Kuchhal, M.C. and Kuchhal, V., 2013, Business Legislation for Management. Vikas Publishing House Pvt. Ltd.
11. Negotiable Instruments Act, 1881 (Bare Act) , 2015 Universal Law Publishing.
12. Sale of Goods Act,1930 (Bare Act),2015, Professional Book Publishers.
13. Smith and Keenan's (2002), Company Law, Harlow: Longman.
14. The Indian Partnership Act, 1932(Bare Act),2016, universal law publisher.
15. Tulsian, P.C. and Tulsian, B., 2015, Business Law. TMH, New Delhi.

SKILL BASED COURSE

L	T	P	Cr
0	0	10	5

Course Code: ABM.591**Course Title: Rural Immersion Module****Total Weeks – 2****Learning Outcome:****After completion of this course students will be able to**

- Apply their classroom learning to real-time environment.
- Assess rural environment, rural markets and identify implementation gaps and business opportunities.
- Analyse the agricultural practices adopted by the farmers in the village.
- Determine the functioning of various organizations at the grass root level and how they are helping the village for improvement of their life.

Course Introduction:

The rural immersion module (2 weeks) has been designed to provide an opportunity to the students to observe the rural lifestyle closely and understand socio-economic situations from the point of view of rural community. The students will have hands on experience about the farm management practices. During the first semester break (at the end of the first semester and start of second semester), students will have to go to the village/s and spend a fortnight with the farming community. It is expected that the students shall get exposure to various rural and agricultural practices adopted by the farmers in the village, Gram Panchayat, Cooperative Societies, NGO's, etc., The expenditure incurred during the rural immersion module will be borne by the students themselves. The students will have to submit and present a report about their learning in the village/s.

Transaction Modes: Field visits, Case study & analysis, Brain storming, Group discussion, Report writing and Presentation.

SEMESTER- III CORE COURSES

L	T	P	Cr
3	0	0	3

Course Code: ABM.521

Course Title: Business Research Methods

Total Hours – 45

Learning Outcome:

After completion of the course the students will be able to

- Classify research activities in a more organized and systematic manner.
- Demonstrate various business research standards.
- Analyse guidelines for presenting different data into various forms.
- Apply all the appropriate sequential methods which will help them in preparing research reports for academic and industrial purposes.

UNIT I**10 hours**

Introduction, Meaning of research; Types of research- Exploratory research, Conclusive research; The process of research; Research applications in social and business sciences; Features of a Good research study. Research Problem and Formulation of Research Hypotheses; Defining the Research problem; Research Problem: Problem identification process; Components of the research problem; Formulating the research hypothesis- Types of Research hypothesis; Writing a research proposal- Contents of a research proposal and types of research proposals.

UNIT II**12 hours**

Research design; Nature and Classification of Research Designs; Exploratory Research Designs: Secondary Resource analysis, Case study Method, Expert opinion survey, Focus group discussions; Descriptive Research Designs: Cross-sectional studies and Longitudinal studies; Experimental Designs, Errors affecting Research Design, Classification of data; primary & secondary data; Data collection methods.

UNIT III**12 hours**

Measurement and Scaling; Nominal, Ordinal, Ratio/Interval scale; Single item vs Multiple Item scale, Comparative vs Non-Comparative scales, Measurement Error, Criteria for Good Measurement, Questionnaire Design, Coding- Coding Closed ended structured Questions, Coding open ended structured Questions; Classification and Tabulation of Data, Testing the hypothesis, Univariate and Bivariate Analysis of Data.

UNIT IV**11 hours**

Analysis of Variance: one-way ANOVA; two way ANOVA; Factor Analysis, Discriminant Analysis, Report Writing, Types of research reports – Brief reports and Detailed reports; Report writing: Structure of the research report- Preliminary section, Main report, Interpretations of Results and Suggested Recommendations; Report writing, Formulation rules for writing the report: Guidelines for presenting tabular data, Guidelines for visual Representations, Research Ethics.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Anderson, 2009, Quantitative Methods in Business. Thomson Learning, Bombay.
2. Bhardwaj, R. S., 2000, Business Statistics. Excel Books.
3. Hooda. R. P., 2003, Statistics for Business and Economics, McMillan India Ltd.

4. Kothari C.R., 2007, Quantitative Techniques. Vikas Publishing House, New Delhi.
5. Levin, R.I. and Rubin, D.S., 2008, Statistics for Business. Prentice Hall of India, New Delhi.

L	T	P	Cr
3	0	0	3

Course Code: ABM.553

Course Title: Agricultural Marketing Management

Total Hours – 45

Learning Outcome:

After completion of this course students will be able to

- Assess agricultural marketing, pricing, packaging, and development of Agri products and services.
- Categories agro industry and gives the depth knowledge of making the decisions.
- Evaluate various alternatives at managerial roles in the industrial and corporate sector.
- Elaborate various methods of value addition and its importance for Agri commodities.

UNIT I

11 hours

Nature and scope of Agricultural Marketing; Differences in Marketing of Agricultural and Manufactured Goods; Importance of Agricultural Marketing; Markets and Markets Structure in Agriculture; Different types of utility; Classification of markets; Marketing Functions; Packaging;

UNIT II

11 hours

Transportation; Grading and Standardization; Storage; Processing and Value addition; Financing for Marketing; Buying and Selling; Market information; Market intelligence;

UNIT III

11 hours

Market functionaries; Regulated markets; Directorate of Marketing and Inspection; Warehousing; AgMark; FSSAI; Marketable and Marketed Surplus; Price Spread; Agricultural Marketing Channels;

UNIT IV

12 hours

Market integration; Commodity Futures Trading; Hedging and Speculation; Agricultural Price Policy; Minimum Support Price; Market Intervention Scheme; eNAM; Role of ICT in Agricultural Marketing; Contract Farming;

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Acharya, S. S. and Agarwal, N. L., 2020, Agricultural Marketing in India. 7th Ed. Oxford and IBH.
2. Kohls, R. L. and Uhj, J. N., 2005, Marketing of Agricultural Products. 9th Ed. Prentice Hall.
3. Kotler, P., 2002, Marketing Management - Analysis, Planning, Implementation and Control. Pearson Edu.
4. Krishnamacharyulu, C. and Ramakrishan, L., 2002, Rural Marketing. Pearson Edu.
5. Ramaswamy, V. S. and Nanakumari, S., 2002, Marketing Management. 2nd Ed. Mac Millan India.

**COMPULSORY FOUNDATION COURSE
(Discipline Enrichment Course)**

L	T	P	Cr
2	0	0	2

Course Code: ABM.558

Course Title: Recent Trends in Agribusiness Management

Total Hours – 30

Learning Outcome:

After completion of the course the students will be able to

- Prepare for competitive exams such as UGC NET, ICAR NET, ASRB scientist, etc.
- Apply their skills and appear for the exam with full preparation and confidence.
- Formulate new changes in the field of agri business management.

UNIT I

8 hours

Importance of agriculture finance; rural credit structure; demand, supply, sources and forms; estimation of credit requirement; credit appraisal – 3Rs and 3 Cs of credit; reforms in agricultural credit policy.

UNIT II

7 hours

Types of research in management; Use of determinants and matrices in business decisions; Frequency distribution, Measures of central tendency; Measures of variation; Skewness and Kurtosis; correlation and regression; Discriminant and dummy variable analysis; Index numbers; Hypothesis testing; Statistical quality control.

UNIT III **7 hours**

Marketing Mix; Market Segmentation, Targeting and Positioning; Product Life Cycle; Pricing Methods; Distribution Channels; Promotion Mix; Marketing Information System; Management – Nature and Functions; Management Theories; Management By Objectives (MBO); Types of Organization; Ethics; Job Analysis; Job Design; Job Description; Recruitment; Selection; Types of Training; Performance Appraisal; Labour legislations;

UNIT IV **8 hours**

Marketable and Marketed Surplus; Price spread; Commodity Futures Trading; Hedging and Speculation; Agricultural Price Policy; eNAM; Trends in Retailing; Organized and unorganized retailing; Different retail formats; Legal and Ethical issues in Retailing; Project Life Cycle; Project Feasibility Analysis; Social Cost-Benefit Analysis; PERT; CPM; Financial appraisal/evaluation techniques

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

DISCIPLINE ELECTIVE COURSES
(Students need to opt for any one of following DE courses)

L	T	P	Cr
3	0	0	3

Course Code: ABM.559

Course Title: Rural Marketing

Total Hours – 45

Learning Outcome:

After completion of this course students will be able to

- Develop understanding regarding issues in rural markets like marketing environment, consumer behaviour, distribution channels, marketing strategies, etc.

UNIT I **11 hours**

Concept and scope of rural marketing, nature and characteristics of rural markets, potential of rural markets in India, rural V/S urban market. Environmental factors - socio-cultural, economic, demographic, technological and other environmental factors affecting rural marketing.

UNIT II **11 hours**

Rural consumer 's behaviour - behaviour of rural consumers and farmers; buyer characteristics and buying behaviour; customer relationship management, rural market research.

UNIT III **11 hours**

Rural marketing strategy - Marketing of consumer durable and non-durable goods and services in the rural markets with special reference to product planning; marketing mix, product mix, pricing strategy, distribution strategy. Rural retailing and modern format stores.

UNIT IV

12 hours

Promotion and communication strategy - Media planning, planning of distribution channels, and organizing personal selling in rural market in India, innovation in rural marketing.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Kashyap P., 2011. Rural Marketing. Pearson Education, New Delhi.
2. Kotler P. Keller K, Koshy A. & Jha M. 2013. Marketing Management–Analysis, Planning, Implementation and Control. Pearson Education.
3. Ramaswamy VS & Nanakumari S., 2002. Marketing Management. 2nd Edition, Mac Millan India.
4. Krishnamacharyulu & Ramakrishnan, 2010. Rural Marketing: Text and Cases. 2nd Edition Pearson Education.
5. Singh S., 2004. Rural Marketing: Focus on Agricultural Inputs. Vikas Publishing House.
6. Kumar D. and Gupta P., 2017. Rural Marketing: Challenges and Opportunities. Sage Publications.

L	T	P	Cr
3	0	0	3

Course Code: ABM.560

Course Title: Project Management

Total Hours – 45

Learning Outcome:

After completion of this course students will be able to

- Evaluate the project activities such as project planning, scheduling, executing etc.

- Demonstrate the project and completing within the specified time in any organization for academic and industrial projects.
- Develop evaluation techniques for projects.

UNIT I **9 hours**

Concept, Characteristics of project; Meaning of project management; Types of Projects; Project Life Cycle.

UNIT II **12 hours**

Project Feasibility Analysis; Market feasibility; Technical feasibility; Financial feasibility; Economic feasibility; Social Cost-Benefit Analysis; Project risk analysis.

UNIT III **12 hours**

Network Analysis; Requirements for Network Analysis; Critical Path Method (CPM), Programme Evaluation and Review Technique (PERT), Project scheduling and resource allocation.

UNIT IV **12 hours**

Financial appraisal/evaluation techniques – Discounted and Non-discounted Cash Flows; Net Present Value (NPV), Internal Rate of Returns; Benefit-Cost Ratio; Payback Period; Project Implementation; Project Control and Information System;

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Harold Kerzner, 2017, Project Management: A Systems Approach to Planning, Scheduling and Controlling, Wiley India Pvt. Ltd. New Delhi.
2. Mantel, Maerdith, Shafer, Sutton and Gopalan, M. R., 2016, Project Management: Core Textbook, Wiley India Pvt. Ltd. New Delhi.
3. Prasanna Chandra, 2019, Projects: Planning, Analysis, Selection, Financing, Implementation and Review. McGraw Hill Publishers, New Delhi.
4. Russ, J. M. and Dragan Z. M., 2016, Project Management Tool Box, Wiley India Pvt. Ltd. New Delhi.
5. Shilpi Jauhari, Chaturvedi, S. K., 2014, Project Management, Himalaya Publishing House, Mumbai.

L	T	P	Cr
3	0	0	3

Course Code: ABM.561

Course Title: Introductory Food Preservation, Safety and Quality

Total hours - 45

Learning Outcome:

The course will enable students:

- Implement various methods of food preservation
- To relate quality control with food safety in food industry
- To justify the need of laws applicable in food industry in India to ensure manufacture of safe of food products.
- To organize food safety management and quality control systems for audit and certification.

Unit I 12 Hours

Food preservation: Definitions; Causes of deterioration of foods; Principles of Food Preservation; Traditional and modern methods of food preservation; Role of water / water activity in food preservation; Methods for determining moisture content of foods

Unit II 11 Hours

Food safety: Definition; Need; Factors affecting biological, chemical and physical safety of foods like fruits and vegetables, grains and milk.

Food-safety management: GMP; GLP; Hazard Analysis Critical Control Points

Unit III 11 Hours

Quality control: Objectives, importance and functions of quality control; Quality attributes of foods: Size and shape; Colour and gloss; Viscosity and consistency; Texture; Taste; Objective methods for measurement of colour, texture and consistency of foods

Unit IV 11 Hours

Food Laws and Standards: Importance and application of food regulatory system; Food Safety and Standards Act, 2006 (transition from PFA, FPO, MMPO, MFPO); AGMARK; BIS; Codex; FSSAI standards for fruits, vegetables, milk, cereals and pulse-products.

Transactional Modes:

Mode of transaction shall be Lecture, presentation, Dialogue, google forms/docs, Lecture-cum-demonstration, Seminar, discussion, e-content, etc.

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term paper, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested readings

- A Kramer and BA Twigg, Quality Control for the Food Industry. AVI Publishing Company (1990).
- K Kapiris, Food Quality. Intech Publisher (2014).
- K Prabhakar, A Practical Guide to Food Laws and Regulations, Bloombury (2016).
- M Clute, Food Industry Quality Control Systems. CRC Press (2017).
- M Gordon, Food Safety and Quality Systems in Developing Countries (2016)
- NN Potter, Food Science. CBS Publishers (2007).
- N Khetarpaul, Food Analysis. Daya Publishing House (2016).

- R Marsili, Flavour Fragrance and Odour Analysis. CRC Press (2012).
- RC Beier, Pre-harvest and Postharvest Food Safety. Wiley India (2016).
- S Otles, Methods of Analysis of Food Components and Additives. CRC Press
- S Sohrab, A Practical Guide for Implementation of Integrated ISO-9001 HACCP System for the Food Processing Industry. Allied Publishers Ltd. (2001).
- Y Motarjemi, Food Safety Management: A practical Guide for the Food Industry. Academic Press (2014).

L	T	P	Cr
3	0	0	3

Course Code: ABM.575

Course Title: Food Retail Management

Total Hours – 45

Learning Outcome:

After completion of this course students will be able to

- Analyse various concerns of retail business, retail marketing and operations.
- Evaluate the sale of the businesses and maintaining good customer relationship.
- Develop an understanding about retail and food retail and their pros and consequences.
- Apply different transportation modes, advertisements etc.

UNIT I

11 hours

Meaning and Evolution of Retail industry in India; Role of retailing; Trends in Retailing; Emergence of organized retailing; Classification of Retail Industry; Different retail formats; E-tailing.

UNIT II

11 hours

Understanding food preference of Indian Consumer; Food consumption and Expenditure pattern; Demographic and Psychographic factors affecting Food Pattern of Indian Consumer; Food wholesaling; Food retailing; The changing nature of food stores; Competition in food retailing.

UNIT III

11 hours

Value addition in food retail; Category Management; Managing Retail Store Operations: Merchandise buying and handling; Merchandise Pricing; Handling Transportation of Food Products.

UNIT IV

12 hours

Salesperson selection; Salesperson training; Evaluation and Monitoring; Customer Relationship Management; Legal and Ethical issues in Retailing; Brand Management in Retailing; Promotion mix for food retailing; Management of sales promotion and Publicity; Advertisement Strategies for food retailers.

Transaction Modes: Lecture, Google forms/docs, Lecture-cum-demonstration, Seminar, e-content, Brain storming, Case study discussion and analysis *etc.*

Internal assessment shall be through any of the following:

Surprise Tests, one sentence summary, case analysis, simulated problem solving, open book techniques, classroom assignments, homework assignments, term papers, presentations, Kahoot, Padlet, one sentence summary, student generated questions and discussions.

Suggested Readings:

1. Ogden, J. R. and Ogden, D. T., 2009, Integrated Retail Management. Biztantra.
2. Pradhan, S., 2006, Retailing Management 2E, Tata McGraw-Hill Education.
3. Singh, Sukhpal, 2011. Fresh food retails in India: Organisation and impacts, Allied publishers pvt. Ltd., New Delhi
4. Mahapatra. S, 2017. Food Retail Management, 1st Edition, Kalyani Publishers.
5. Berman & Evans. 2008. Retail Management: A Strategic Approach. 10th Edition. Prentice Hall of India.
6. Levy M & Weitz BW. 2004. Retailing Management. 5th Edition, McGraw Hill.
7. Zentes, J., Morschett, D., and Schramm K., Hanna, 2016. Strategic Retail Management: Text and International Cases. 3rd Edition, Springer Gabler.
8. Agrawal, N., Stephen S. A., 2015. Retail Supply chain Management: Quantitative Models and Empirical Studies, 2nd Revised Edition Springer.

SKILL BASED COURSE

L	T	P	Cr
0	0	10	5

Course Code: ABM.592

Course Title: Summer Internship

Total Weeks – 6 to 8

Learning Outcome:

After completion of this course students will be able to

- Develop and refine skills, network with professionals in the field, gain confidence and gain valuable work experience.
- Understand how the organizations work, what are roles and responsibilities of various people in the organization, challenges in the organization, to do a project in real time situation.
- Develop insights into future careers available in this field.

Course Introduction:

After the end of the first year (during the summer break), students will do on or off campus and online summer internships (summer internship up to 6-8 weeks duration) with reputed

Agribusiness companies. However, if the student identifies his/her own corporate links and expresses willingness to undergo summer internship in that organization, then he/she can proceed with approval of the competent authority. Most of the internships are focused on critical problems related to future business strategies of the companies. The students will have to submit and present the Summer Internship Report.

Transaction Modes: Industry interaction, Field visits, Digital marketing, Brain storming, Group discussion, Report writing and Presentation.

L	T	P	Cr
0	0	4	8

Course Code: ABM.600

Course Title: Research proposal

Learning Outcome:

The course completion will develop higher cognitive skills:

- To apply the scientific method of research for solving agribusiness or industrial problems with research skills
- To construct study design

Students shall prepare a proposal for research work or industrial projects under the guidance of supervisor from the Department. They shall submit the proposal to the Department for evaluation. Synopsis will be evaluated as per the University policy.

Transactional Modes: Mode of transaction shall be Demonstration, Dialogue and Discussion, Lecture- cum-demonstration, Experimentation, problem identification, e-contents, etc.

SEMESTER- IV

L	T	P	Cr
0	0	40	20

Course Code: ABM.600

Course Title: Dissertation

Learning Outcomes:

The course completion will develop higher cognitive skills:

- To apply the scientific method of research for solving agribusiness or industrial problems with research skills.
- To construct study design and presenting the same orally and in writing

Students shall carry out research work / dissertation in the IV semesters under the supervisor/guide from the Department. Group dissertation may be opted, with a group consisting of a maximum of four students. Dissertations can be taken up in collaboration with industry or in a group from within the discipline or across the discipline. Dissertation will be evaluated by the Department, as per the University policy.

Transactional Modes: Demonstration, Dialogue and Discussion, Lecture- cum- demonstration, Research methods, Statistical analysis, presentations, etc.