



**Master of Business Administration**

**In**

**Agri-Business**

**Academic Year: 2022-2024**

**Syllabus**

## Vision

To evolve as an institute of academic excellence and develop students who serve the society by being a leading center of knowledge creation and communication in the area of commerce and management.

## Mission

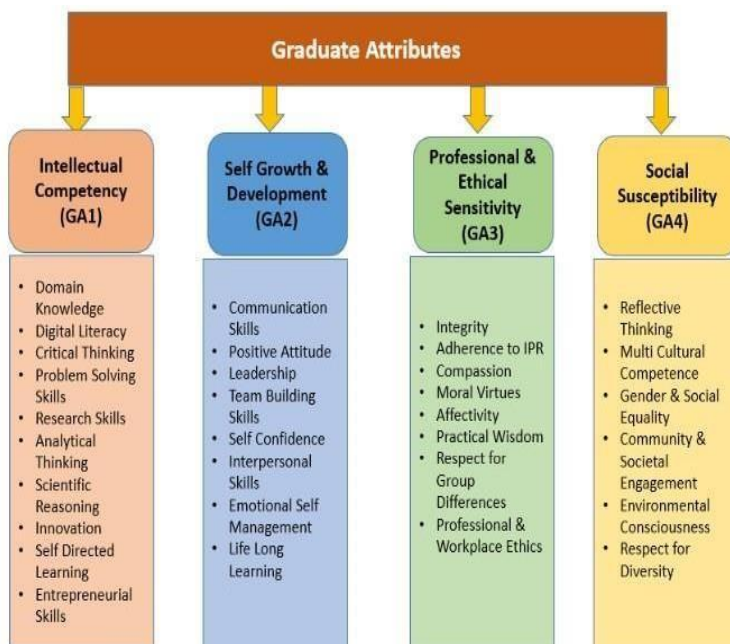
- To educate and equip diverse group of students with the analytical ability, management perspectives, knowledge and skills required to deal with the challenges of today's global business environment.
- Encourage academic research, innovative thinking & self-employment through entrepreneurship.
- To make each student proficient in synthesizing/analyzing information and be ethical, socially responsible, and just when making business decisions.

## Graduate Attributes

Jharkhand Rai University is a mecca of transformative education which strongly believes in the holistic development of students. The university provides the cutting-edge of holistic learning to develop promising youngsters into leaders of tomorrow with globally relevant, future-ready and actionable intelligence. The objective of the Department is to make each student proficient in synthesizing/analysing information and be ethical, socially responsible, and just when making decisions. JRU ensures inclusive and equitable quality education and promote lifelong learning opportunities for all.

**Every graduate of the Department will be developed to possess the following attributes:**

1. Intellectual Competency
2. Self-Growth & Development
3. Professional & Ethical Sensitivity
4. Social Susceptibility



## **Program Educational Objectives (PEO)**

PEO 1: To give thorough knowledge about key sectors of Agribusiness viz. input sector, Agriculture sector, processing & packaging sector and Marketing & distribution sector.

PEO 2: To make students aware of Indian economic scenario affecting decisions of agripreneurs and policy makers.

PEO 3: To motivate the students for presentation on different topics of Management with the view to polish communication skills and build confidence level among them.

PEO 4: To enhance managerial skills of students needed to run business and coordinate entire team to fulfil goals.

PEO 5: To instil the students with contemporary research knowledge using analytical tools and techniques and their use in the fields of management and agribusiness management.

## **Program Outcome (PO)**

On successfully completing the MBA program the student will be able to:

PO1: This degree program will help to understand socio-economic factors and their impact on various business activities in short run and long run.

PO2: It will cushion students to understand the fundamental principles of management and their implication on practical ground.

PO3: It will help in developing modern supply chain having no or lesser numbers of intermediaries.

PO4: It will equip the students with better managerial and communication skills coupled with updated knowledge of surroundings which would help them to take adequate decision in adverse situation.

PO5: This degree program will make students understand the role of different stake holders involved in value chain management.

## Mapping of PEO and PO

PO	PEO				
	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5
PO1	√	√			√
PO2	√	√		√	√
PO3				√	
PO4	√		√		
PO5	√			√	√

### Course Component of MBA program having 102 Credits

Category of Course	PEOs	Curriculum Content (Total no. of credits of the programme)	Curriculum Content (% of total number of credits of the program)
Core Courses focused on employability/skill development	PEO1	57	55.9%
Dept. Elective Courses focused on employability/ skill development	PEO2/PEO4	30	29.4%
Open Elective Courses		0	
Courses focused on entrepreneurship	PEO3	4	3.9%
Value-added courses imparting transferable and life skills	PEO5	11	10.8%
<b>Total</b>		<b>102</b>	<b>100.0%</b>

# Course Scheme

MBA ABM 2022-2024												
Choice Based Credit System												
SEM 1						Evaluation Scheme						
						Continuous Internal Assessment (Weightage 30%)					End Term (Weightage 70%)	Total
Code	Subject	L	T	P	Credits	Assignment1	Assignment 2	Assessment 1	Assessment 2	Class Participation	End Term (Weightage 70%)	Total
11.501	Principles of Management	3	0	0	3	10	10	10	10	10	70	100
11.502	Quantitative methods	3	1	0	4	10	10	10	10	10	70	100
11.503	Managerial Economics	3	0	0	3	10	10	10	10	10	70	100
11.507	Computer application for Business	3	0	0	3	10	10	10	10	10	70	100
11.508	Organizational behavior	3	0	0	3	10	10	10	10	10	70	100
11.510	Business Law and Ethics	3	0	0	3	10	10	10	10	10	70	100
11.509	Financial Reporting, Statement Analysis	3	0	0	3	10	10	10	10	10	70	100
40M.101	Life Skills I	2	0	0	2	10	10	10	10	10	70	100
<b>Sub Total</b>					<b>24</b>							
SEM 2						Evaluation Scheme						
						Continuous Internal Assessment (Weightage 30%)					End Term (Weightage 70%)	Total
Code	Subject	L	T	P	Credits	Assignment1	Assignment 2	Assessment 1	Assessment 2	Class Participation	End Term (Weightage 70%)	Total
11.551	Production & Operations Management	3	0	0	3	10	10	10	10	10	70	100
11.552	Human resource management	3	0	0	3	10	10	10	10	10	70	100
11.553	Marketing Management	3	0	0	3	10	10	10	10	10	70	100
11.557	Corporate Finance	3	0	0	3	10	10	10	10	10	70	100
11.558	Operation Research	3	0	0	3	10	10	10	10	10	70	100
11.559	Marketing Research	3	0	0	3	10	10	10	10	10	70	100
11.602	Management Information System	3	0	0	3	10	10	10	10	10	70	100
40M.151	Life Skills II	2	0	0	2	10	10	10	10	10	70	100
14M.201	Disaster Management	3	0	0	0	10	10	10	10	10	70	100
<b>Sub Total</b>					<b>23</b>							
SEM 3 - CORE PAPERS						Evaluation Scheme						
						Continuous Internal Assessment (Weightage 30%)					End Term (Weightage 70%)	Total
Code	Subject	L	T	P	Credits	Assignment1	Assignment 2	Assessment 1	Assessment 2	Class Participation	End Term (Weightage 70%)	Total
11.605	Project Management and Entrepreneurship	4	0	0	4	10	10	10	10	10	70	100
ABM-536	Quality Management in Agribusiness	3	0	0	3	10	10	10	10	10	70	100
ABM-591	Master's Seminar	2	0	0	1	10	10	10	10	10	70	100
ABM-595	Summer Training/Industrial Attachment	0	0	0	3						50%	100
<b>Total</b>					<b>11</b>							
Group I						Evaluation Scheme						
						Continuous Internal Assessment (Weightage 30%)					End Term (Weightage 70%)	Total
Code	Subject	L	T	P	Credits	Assignment1	Assignment 2	Assessment 1	Assessment 2	Class Participation	End Term (Weightage 70%)	Total
ABM-517	Agricultural Marketing Management	3	0	0	3	10	10	10	10	10	70	100
11.623.3	Sales and Distribution Management	3	0	0	3	10	10	10	10	10	70	100
11.623.2	Consumer Behavior	3	0	0	3	10	10	10	10	10	70	100
<b>Total</b>					<b>9</b>							
GROUP II						Evaluation Scheme						
						Continuous Internal Assessment (Weightage 30%)					End Term (Weightage 70%)	Total
Code	Subject	L	T	P	Credits	Assignment1	Assignment 2	Assessment 1	Assessment 2	Class Participation	End Term (Weightage 70%)	Total
ABM-519	Fertilizer Technology and Management	3	0	0	3	10	10	10	10	10	70	100
ABM-530	Management of Agricultural Input Marketing	3	0	0	3	10	10	10	10	10	70	100
ABM-552	Organic Food Production Technology and Management	3	0	0	3	10	10	10	10	10	70	100
<b>Total</b>					<b>9</b>							

SEM 4						Evaluation Scheme							End Term (Weightage 70)%	Total
						Continuous Internal Assessment (Weightage 30%)								
Code	Subject	L	T	P	Credits	Assignment1	Assignment 2	Assessment 1	Assessment 2	Class Participation				
ABM-502	Agribusiness Environment and Policy	4	0	0	4	10	10	10	10	10	70	100		

Group-1						Evaluation Scheme							End Term (Weightage 70)%	Total
						Continuous Internal Assessment (Weightage 30%)								
Code	Subject	L	T	P	Credits	Assignment1	Assignment 2	Assessment 1	Assessment 2	Class Participation				
ABM-527	Management of Agribusiness Cooperatives	3	0	0	3	10	10	10	10	10	70	100		

Group-2						Evaluation Scheme							End Term (Weightage 70)%	Total
						Continuous Internal Assessment (Weightage 30%)								
Code	Subject	L	T	P	Credits	Assignment1	Assignment 2	Assessment 1	Assessment 2	Class Participation				
ABM-532	Agri-supply Chain Management	3	0	0	3	10	10	10	10	10	70	100		
ABM-553	Dairy Products Management	3	0	0	3	10	10	10	10	10	70	100		
ABM-518	Food Technology and Processing Management	3	0	0	3	10	10	10	10	10	70	100		
<b>Total</b>														

Project													End Term (Weightage 70)%	Total
Code	Subject	L	T	P	Credits	Assignment1	Assignment 2	Assessment 1	Assessment 2	Class Participation				
ABM-599	Management Traineeship Project				10									
<b>Sub Total</b>														

<b>Total Credits</b>	<b>102</b>
<b>Sem 1</b>	<b>24</b>
<b>Sem2</b>	<b>23</b>
<b>Sem3</b>	<b>29</b>
<b>Sem 4</b>	<b>26</b>

## Detailed Assessment Scheme

Assessment Scheme					
CIA- Continuous Internal Assessment (50 Marks)					
Assessment Parameters	Assessment Tools	Marks	Percentage (%)	Bloom's Taxonomy Category	Bloom's Taxonomy Level LOT/HOT
Assignment 1	Assignment consisting of minimum 5 Questions	10	20	Remember, Understand, Apply	LOT
Assignment 2	Assignment consisting of minimum 2 Questions	10	20	Analyze, Evaluate, Create	HOT
Teacher Assessment/ Class Participation					
Teacher Assessment 1	Quiz, Case Studies, Presentations, Group Discussion, Lab work, Project or any other activity	10	20	Remember, Understand, Apply	LOT
Teacher Assessment 2	Quiz, Case Studies, Presentations, Group Discussion, Lab work, Project or any other activity	10	20	Analyse, Evaluate, Create	HOT
Class Participation	Brainstorming, Discussion, Attendance, Extempore or any other activity	10	20		

'ESE- End Semester Examination (70 Marks)			
Bloom's Taxonomy Category	ESE Question Paper Section	Percentage (%)	Bloom's Taxonomy Level LOT/HOT
Remember	A	30	LOT
Understand	A		
Apply	B	40	LOT/ HOT
Analyze	B		
Evaluate & Create	C	30	HOT

# **Semester I**



**Program:** MBA in Agri-Business  
**Semester:** I  
**Course:** Principles of Management  
**Course Code:** 11.501

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L	T	P	C
3	0	0	3

**Course Learning Objective:**

**CLO 1:** To help the students gain understanding of the functions and responsibilities of managers.

**CLO 2:** To provide them tools and techniques to be used in the performance of the managerial job.

**CLO 3:** To enable them to analyze and understand the environment of the organization.

**CLO 4:** To help the students to develop cognizance of the importance of management principles.

**Course Outcome:**

On completion of the Course, the students will be able to:

**CO 1:** On completion of this course, the students will be able to

**CO 2:** Understand the concepts related to Business.

**CO3:** Demonstrate the roles, skills and functions of management.

**CO4:** Analyse effective application of the subject knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.

**CO5:** Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

## Course Content:

Topics	Hours
<b>Unit I: Management and its various functions</b>	
Management and its various functions: Definition, nature, scope and function of management, Organizational objectives, management by objective. Managerial ethics: need, importance, Classification and ethical dilemma, corporate social responsibility: concept, need, and strategies. Evolution of management thoughts and Thinkers: Scientific Management, General administrative theories, Quantitative approach, Behavioural approach, Systems approach, Contingency approach.	7
<b>Unit II: Planning &amp; Decision Making</b>	
Planning: Nature, Scope and objectives of planning, types of Plans, steps in planning, Business forecasting. Concept, importance, benefits, limitations and process of Management by Objectives. Strategic management: Nature, importance, purpose, types, process and major kinds of strategies. Decision making: Importance, types, process of Decision making Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles, span of management: factors determining effective span, Graicunas Formula	8
<b>Unit III: Departmentation &amp; Staffing</b>	
Departmentation: Definition, Departmentation by function, territory, product/service, customer group and Matrix organization. Line & Staff concept. Authority: definition, types, responsibility and accountability. Delegation: Definition, steps in delegation, obstacles to delegation and their elimination. Centralization Vs De-Centralization. Staffing: definition, manpower management, factors affecting staffing, Job design, selection process, techniques, performance appraisal, Communication: importance, process, barriers and breakdown of communication.	9
<b>Unit IV: Controlling</b>	
Controlling: control process, types, and barriers to control making, control techniques: budget and non- budgetary control devices, Modern management techniques: an overview of various latest techniques: Business process Re-engineering, business outsourcing, benchmarking, total quality management.	6

## Suggested Reading:

- *Essentials of Management, Harold Koontz & Weirich: (Tata McGraw Hill)*
- *Principles & Practices of Management, L.M. Prasad, S.Chand*
- *Management, Stephen Robbins, INS Pub.*
- *Management, Stoner Freeman & Gilbert Jr - Prentice Hall of India, 6th Edition*
- *Principles of management- Ramasamy.T Himalaya Publishing House 8th ed*

**Program:** MBA in Agri-Business  
**Semester:** I  
**Course:** Quantitative Techniques  
**Course Code:** 11.502

L	T	P	C
3	0	0	3

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### **Course Learning Objective:**

**CLO 1:** Analysis and interpretation of quantitative information.

**CLO 2:** An understanding of the basic ideas underlying statistical methods at an introductory level.

**CLO 3:** An understanding of certain mathematical tools of business decision making like correlation, regression.

**CLO 4:** Practical Application of Hypothesis and various test related to it.

**CLO 5:** Introduction about advance probability and its application for solving real world problems.

**CLO 6:** Understanding the concept of time series analysis and its applications to solve business problem.

### **COURSE OUTCOME:**

On completion of this course, the students will be:

**CO 1:** Able to find the central tendency and dispersion of a random variable.

**CO 2:** Able to find the Hypothesis for framing suitable policies and take decisions relating to wages, prices and consumption etc.

**CO 3:** Able to find the relationship between variables through mathematical tools - correlation & regression as well as understand its practical application in real world.

**CO 4:** Able to solve real world problems of probability using certain theorem and axioms.

**CO 5:** Demonstrate an ability to apply various statistical and sampling tools to solve business problem

**CO 6:** Able to apply the concept of time series analysis to solve real world problems

## Course Content:

Topics	Hours
<b>Unit I: Introduction to Statistics</b>	
<b>Introduction to statistics:</b> meaning, scope, importance and limitations, applications of inferential statistics in managerial decision-making. Analysis of data: source of data, collection, classification, tabulation. Measures of Central tendency: Arithmetic, weighted, geometric mean, median and mode. Measures of Dispersion: Range, Quartile deviation, Mean deviation, Standard deviation Coefficient of variation	8
<b>Unit II: Probability</b>	
<b>Probability:</b> Probability, Axioms of Probability, Conditional Probability, Baye's Theorem. Probability Distributions: Random Variables, Probability Distribution, Binomial Distribution, Poisson distribution, Continuous Random Variables, Normal Distribution, Mathematical Expectation, Moments, Moment generating function and Characteristic function.	7
<b>Unit III: Sampling &amp; Sampling Distributions:</b>	
<b>Sampling &amp; Sampling Distributions:</b> Concept and definitions, sampling, probability samples and non-probability samples, relationship between sample size and errors, simple numerical only. Hypothesis Testing: Sampling theory; Formulation of Hypotheses; Application of t-test, F-test and Chi-Square test, techniques of association of attributes & testing. Test of significance for small sample.	8
<b>Unit IV: Time Series Analysis, Correlation and Regression analysis</b>	
<b>Time Series Analysis</b> -Mathematical Model, Variations Trend, Methods of measuring Secular Trend, Measurement of seasonal. <b>Correlation and Regression analysis:</b> Correlation, Rank correlation meaning, application of regression analysis, difference between correlation & regression analysis, regression equations.	7

## Suggested Reading:

- *Business Mathematics, Kashyap Trivedi ((2010)), 1st edition, Pearson Education*
- *Mathematics for Management, Raghavachari. M. ((2004)), McGraw Hill Education.*
- *Gupta & Gupta, An Introduction to Statistical Methods, Vikas Publications.*
- *Practical Business Math: An Applications Approach, Tuttle Michael, D. (2008), 8th Edition, Prentice Hall.*

**Program:** MBA in Agri-Business  
**Semester:** I  
**Course:** Managerial Economics  
**Course Code:** 11.503

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L	T	P	C
3	0	0	3

### **Course Learning Objective:**

CLO 1: Understand the concept, nature and scope of managerial economics, the roles of managers in firms, internal and external decisions to be made by manager and an understanding of micro & macroeconomics.

CLO 2: To develop an understanding of the concept of consumer behaviour through different approaches, indifference curve, concepts of demand theory, elasticity of demand and factors affecting it.

CLO 3: It includes production, factors of production, production function, laws of production, concept of cost, cost function, different types of cost, economies and diseconomies of scale.

CLO 4: To enable learners to understand about perfect competitive market and price discrimination as well as pricing under monopoly, perfect competition, monopolistic and oligopoly market structure.

### **Course Outcome:**

On completion of the Course, the students will be able to:

CO 1: Understand the nature, definition and concept of economics, managerial economics and its applications in real world business problems. Also analyse the difference between micro and macroeconomics.

CO 2: Apply the concept of cardinal & ordinal utility approach, diminishing marginal utility and equi- marginal utility with a systematic theoretical framework. And analyse the demand as well as income cross and advertising elasticity of demand and supply conditions to assess the position of a company.

CO 3: Evaluate fixed and variable factors of production, law of variable proportion and laws of returns to scale. And understand short run, long run cost, explicit & implicit cost, private and social cost for cost analysis decision.

CO 4: Analyse competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.

**Course Content:**

Topics	Hours
<b>Unit I: Managerial Economics:</b>	
Introduction to Managerial Economics and Fundamental concepts: Nature, Scope, Definitions of Managerial Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics.	5
<b>Unit II: Consumer Behaviour and Demand Analysis:</b>	
Cardinal Utility Approach, Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach, Indifference Curves, Marginal Rate of Substitution. Demand Theory: Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Elasticity of demand Concept & Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, and Advertising Elasticity of Demand.	7
<b>Unit III: Theory of Production &amp; Cost Analysis Decisions:</b>	
Meaning and Concept of Production, Factors of Production and Production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS.  Cost Analysis Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost.	8
<b>Unit IV: Market Analysis:</b>	
Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.	10

**Suggested Reading:**

- *Economics*, P. Samuelson, W. Nordhaus. (2009) 18th Edition, McGraw Hill Education.
- *Managerial Economics*, Dwivedi, D.N ( 2008), 7th edition, Vikas Publishing House.
- *Managerial Economics in a Global Economy*, Salvatore. D. ((2006)), 6th edition, Oxford University Press.
- *Microeconomics for Managers*, David Kreps. ( 2009). 1st edition, Viva Books Pvt. Ltd.
- *Managerial Economics*, H. Craig Petersen and Sudhir K. Jain ((2006), 4th edition, Pearson Education.
- *Economics*, David C. Colander (2008) 8th ed. McGraw Hill Education.

**Program:** MBA in Agri-Business

**Semester:** I

**Course:** Computer Application for Business

**Course code-** 11.507

L	T	P	C
3	0	0	3

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### **Course Learning Objective:**

CLO 1: Understand the meaning and basic components of a computer system,

CLO 2: Explain and identify different computing machines during the evolution of computer system,

CLO 3: Gain knowledge about five generations of computer system, and the functions of a computer,

CLO 4: Identify and discuss the functional units of a computer system, Identify the various input and output units and explain their purposes

CLO 5: Understand the role of CPU and its components, and the concept and need of primary and secondary memory

CLO 6. Discuss the advantages, limitations and applications of computers

### **Course Outcome:**

On the completion of the Course, the students will be able to:

CO 1: Gain familiarity with the concepts and terminology used in the development, implementation and operation of business application systems.

CO 2. Explore various methods that Information Technology can be used to support existing businesses and strategies.

CO 3. Investigate emerging technology in shaping new processes, strategies and business models.

CO 4. Achieve hands-on experience with productivity/application software to enhance business activities.

CO 5. Accomplish projects utilizing business theories, Internet resources and computer technology.

CO 6. Work with simple design and development tasks for the main types of business information systems

**Course content:**

Topics	Hours
<b>Unit I: Introduction:</b>	
Evolution of Computers, Characteristics, Classification Generations; Computer Architecture: Components of Computer Systems (I/O Devices); Computer Memory; Data Representation ; Introduction to Software: Relation Between Hardware and Software; Types of Software: System Software, Application Software; Software Development Life Cycle; Introduction to Algorithm; Flow chart	10
<b>Unit II: Operating System</b>	
Functions of OS, Evolution of Operating Systems : Serial Processing, Batch Processing, Multiprogramming; Types of Operating System; Operating System Techniques Multitasking, Multithreading, Multiprocessing; Some Popular Operating Systems: DOS (Disk Operating System), UNIX Operating System, Linux, Microsoft Windows, Microsoft Windows NT	8
<b>Unit III: Data Processing; File Management System</b>	
File Types, File Organization, File Utilities; Database Management System: Database Models, Main Components of a DBMS, Creating and Using a Database	6
<b>Unit IV: Basic Elements of a Communication System</b>	
Data Transmission Modes, Transmission Basics; Types of Data Transmission Media; Modems, Analog versus Digital Transmission; Need for Computer Communication Networks; Types of Network; Network Topologies; Network Protocol; The Future of Internet Technology; Internet Protocol; World Wide Web; E-mail; Search Engines	6

**Suggested Readings:**

- *Fundamentals of Computers by Rajaraman, Publisher: Prentice Hall of India, New Delhi*
- *Data Communication & Computer Network by White, Publisher: Thomas Learning, Bombay*
- *Business Data Communication by Shelly, Publisher: Thomson Learning, Bombay*
- *Computer Fundamentals by B.Ram, New Age Int.*
- *Computer Fundamentals by P.K Sinha, Priti Sinha, Publisher Kalyani Publishers, 2nd Edition, 2003*



**Program:** MBA in Agri-Business

**Semester:** I

**Course:** Organizational Behavior

**Course Code:** 11.508

L	T	P	C
3	0	0	3

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**Course Learning Objective:**

CLO 1: To aid students in understanding human behaviour in organisations

CLO 2: To provide students with a comprehensive exposure to organisational behaviour theories, research and workplace issues.

CLO 3: The course also provides an overview of the theories and practices of management in organisational contexts.

**Course Outcome:**

On the completion of the Course, the students will be able to:

CO 1: Define, explain and illustrate a range of organisational behaviour theories

CO 2: Understand the principles and practices of management, and specifically the nature of management functions, roles and skills

CO 3: Analyse the behaviour of individuals and groups in organisations in terms of organisational behaviour theories, models and concepts

CO 4: Demonstrate an understanding of various management models and frameworks, their relevant foundations, strengths and weaknesses

**Course Content:**

Topics	Hours
<b>Unit I: Introduction to OB</b>	6
Organization Behaviour: Definition, Importance, Scope, Fundamental Concepts of OB, Evolution of Organizational Behaviour; Contributing Disciplines to the OB Field: Psychology, Sociology, Anthropology, and Political Science	
<b>Unit II: Behavior of Individuals</b>	12
Nature of Organizational Behavior; Learning: Basic Nature of Learning, Theories, Classical Conditioning, Reinforcement; Individuals and Physical Ability; Perception: Importance, Factors influencing Perception, Interpersonal Perception Types, Personality: Types, Factors Affecting Personality, Theories, Measures of Personality. Motivation; Motivational Factors; Motivational Theories; Applications of Motivation in Organizations; Leadership: Meaning, Importance, Trait, Behavioural and Contingency Theories – Leadership Styles, Leaders Vs Managers	
<b>Unit III: Group Dynamics</b>	6
Types of Groups; Group Structure; Groups and Teams; Stages of group Development; Group Decision Making Techniques; Understanding Work Teams; Types of Teams; Group Dynamics, Power and Politics – Sources Of Power – Power Centers , Organizational Politics	
<b>Unit IV: Organizational Dynamics</b>	6
Introduction, Nature and Functions of Organizational Culture; Conflict: functional vs Dysfunctional conflict, Sources, Types of conflict, Individual, Group, Organizational conflict and conflict resolution.	

**Suggested Reading:**

- *Organizational Behaviour by Stephen P. Robbins & Tim A. Judge, Publisher: Prentice Hall of India Private Limited*
- *Organizational Behaviour by Fred Luthans, Publisher: McGraw Hill*
- *Organizational Behaviour by Aswathappa K, Publisher: Himalaya Publishing House*
- *Principles of Management by T. Ramasamy, Publisher: Himalaya Publishing House*
- *Organizational Theory by Mary Jo Hatch, Publisher: Oxford University Press*

**Program:** MBA in Agri-Business  
**Semester:** I  
**Subject:** Business Law & Ethics  
**Code:** 11.510

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L	T	P	C
3	0	0	3

### **Course Learning Objective:**

CLO 1: To give understanding on ethics and moral standards of business

CLO2: Students understand the basic legal knowledge of Contract

CLO3: It gives balancing the rights, duties, claims and expectations arising in the process of transferring of property from one person to another i.e of buyers and sellers.

CLO4: It gives basic understanding of company Act 2013

CLO5: It aims at providing a rich fund of contemporary knowledge, time tested principles, basic concepts, emerging ideas, evolving theories, latest technique, ever changing procedures & practices in the field of Business Law

### **Course Outcome:**

On the completion of the Course, the students will be able to:

CO1: Understand the basic concept on moral concept of business

CO2: Understand the basic concept of Indian Contract Act and fundamental legal principles behind contractual agreements

CO3: Understand basic legal principles that govern the following advanced business association: securities offerings, mergers and acquisitions

CO4: Understand the basic concept of Limited Liability Partnership Act, 2008

CO5: Enumerate the types of companies its management and its rules of corporate governance

CO6: Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.

**Course content:**

<b>Topics</b>	<b>Hours</b>
<b>Unit I :Introduction to Business Ethics</b>	
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	5
<b>Unit II : Indian Contract Act 1872</b>	
Indian Contract Act – 1872 General Principles of Contract Act-Introduction, Essentials of a valid contract, Agreement and contract, Types of contracts, Proposal and Acceptance, Capacity to contract, Free consent, performance and discharge of a contract, remedies on breach of a contract.	7
<b>Unit III: Companies Act 2013</b>	
Companies Act, 2013 Introduction, Types of Companies, Memorandum & Articles of Association, Prospectus, Meetings, Appointment and removal of directors& managers, Membership of a company, Issue of Capital, Amalgamation and Reconstruction	8
<b>Unit IV: Consumer Protection Act 1986</b>	
The Consumer Protection Act, 1986; Object – Rights of Consumers –Important Terms- Consumer Complaint – Consumer Protection Councils – Redressal Machinery – District Forum – State Commission – National Commission	5
<b>Unit V: Industrial Dispute</b>	
Nature of Industrial Dispute. Causes of Industrial Dispute – Types of conflict Resolution – Statutory& Non-Statutory-Collective Bargaining – Meaning, Characteristics, Need, Importance, Process, Pre-requisites	5

**Suggested Reading:**

- *Business Ethics - Manuel G. Velasquez*
- *Business Ethics & Managerial Values-S.K.Bhatia*
- *Corporate Social Responsibility - C. Gopalkrishna*
- *Ethics in Business & Management-R.P.Banerjee*
- *Kuchhal, M.C.& Vivek Kuchhal, "Business Legislation for Management", Vikas Publishing, House (P) Ltd., New Delhi*
- *Chadha, R.,Chadha, S., "Corporate Laws", Mayur Paperbacks, New Delhi*
- *Bansal, V. and Arora, A., "Corporate Law", Vikas Publishing, House (P) Ltd., New Delhi*
- *Kumar, A., "Corporate Laws", Internatinal Book House (P) Ltd. 5. Gulshan, S.S." Business Law", Excel Books*
- *Law of Contract & Specific Relief, Twelfth Edition - Avtar Singh*
- *Company Law, Seventeenth Edition – Avtar Singh*

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**Program:** MBA in Agri-Business

**Semester:** I

**Course:** Financial Reporting, Statement Analysis

**Course Code:** 11.509

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### **Course Learning Objective:**

CLO 1: Understand the scope, objectives and branches of financial accounting, Journal, Ledger, Trial Balance as well as errors disclosed by it and preparation of P/L statement and Balance sheet for ascertaining the financial position of the business.

CLO 2: To develop an understanding of the concept of depreciation, methods of depreciation, amortization, obsolescence, depletion and an understanding of capital and revenue expenditures and receipts.

CLO 3: To enable learners to understand, develop and apply the principles and functions of management accounting and role of budgeting in business management as well as classifications of budget and essentials of effective budgeting.

CLO 4: Understanding of the concepts of cost, elements of cost, cost sheet and techniques of costing and provide students with an understanding of the importance of standard costing and variance analysis as a tool of cost reduction.

### **Course Outcome:**

On completion of the Course, the students will be able to:

CO 1: Understand the concepts and format for journal entries, ledger posting, preparation of trial balance, methods of allocating error in trial balance and analyze a firm's financial activities using financial statement analysis tools to know the company's overall performance.

CO 2: Analyze the factors affecting depreciation, fixed & reducing instalment method and analyse the difference between capital and revenue expenditure.

CO 3: Apply management accounting and its objectives in facilitating decision making and create cash flow & fund flow statement in planning for intermediate and long term finance as well as understand the benefits of different types of budgets in an organization.

CO 4: Understand the concepts of cost, evaluate different types of cost, cost sheet, methods of costing, marginal costing and its application in real life. Also evaluate the material and labour cost variance for cost control.

**Course Content:**

Topics	Hours
<b>Unit I: Introduction to Financial Accounting</b>	
Financial Accounting- Meaning, Need, Concepts and Conventions; Branches of Accounting, Internal and External Users of Accounting, Advantages and Limitations of Financial Accounting, Accounting Standards.	12
<b>Unit II: The Double Entry System</b>	
The Double Entry System- Its Meaning and Scope, The Journal, Cash Book, Ledger, Trial Balance, Trading Account, Profit and Loss Account, Balance Sheet, Entries and Adjustments of different heads in different Books and Accounts. Introduction of Company Accounts.	5
<b>Unit III: Managing Accounting, Cost Accounting, Responsibility Accounting</b>	
Managing Accounting-Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting, Analysis of Financial Statements-Ratios, Comparative and Common Size Statements, Cash Flow and Funds Flow Analysis, Management Audit and Financial. Cost Accounting – Nature, Course Objective, Significance of Cost Accounting; Classification of Cost, Costing for Material, Labour, and Overheads; Marginal Costing and cost volume profit Analysis- Its Significance, Uses and Limitations; Standard Costing – Its Meaning, Uses and Limitations; Determination of Standard Cost, Variance Analysis- Material, Labour and Overhead. Responsibility Accounting- Its Meaning and Significance, Cost, Profit and Investment Centres, Accounting for Price Level Changes- Concepts, CPP and CCA Methods.	7
<b>Unit IV: Budget and Budgetary Control</b>	
Budget and Budgetary Control- It's Meaning, Uses and Limitations, Budgeting and Profit Planning, Different Types of Budgets and their Preparations, Sales Budget, Purchase Budget, Production Budget, Cash Budget, Flexible Budget, Master Budget, Zero Based Budgeting.	6

**Suggested Readings:**

- *Horngren. 2008. Introduction to Financial Accounting. 8th Ed. Pearson Edu.*
- *Khan MY & Jain PK. 2004. Management Accounting. Tata McGraw Hill.*
- *Maheshwari SN & Maheshwari SK. 2003. Financial Accounting. 3rd Ed. Vikas Publ. House.*

**Program:** MBA in Agri-Business

**Semester:** I

**Course:** Life Skills I

**Course Code:** 40M.101

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2	0	0	2

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**Course Learning Objective:**

CLO 1: To make students revise basic English grammar for writing and speaking correct English.

CLO 2: To build greater vocabulary and use of idioms.

CLO 3: To exercise proper pronunciation and intonation.

CLO 4: To understand the importance of etiquette and manners.

CLO 5: To make students understand the format and kinds of business documents like letters and notices.

**Course Outcome:**

On completion of the Course, the students will be able to:

CO 1: Have a greater English vocabulary.

CO 2: Being able to identify and correct common errors in English grammar.

CO 3: Being able to understand the different kinds of business letters drafting resumes drafting notices and memos.

CO 4: Better pronunciation and usage of idioms.

CO 5: Learning and applying different basic etiquette.



**Course Content:**

Topics	Hours
<b>Unit I: Introduction to communication</b>	
Introduction to communication, Communication process, Barriers to Communication, Effective Communication, types of communication in organisations viz. Downward, Upward, Horizontal, Static Vs dynamic.	4
<b>Unit II: Non-Verbal Communication</b>	
Non-Verbal Communication, Communication through clothes/ colours / space/ symbol, Body language and etiquettes, Interpersonal Communication, Self-concept and communication, Assertive Communication.	6
<b>Unit III: Professional Writing, Meetings</b>	
Types of business writing viz, Newsletters, Reports, Folders, Fact Sheets, Press release; Readership and writing style - human aspects of writing.  Meetings - Planning for meeting, tips for chairing, opening, progress & ending, Behaviour of ordinary members, the character of business meeting, Energies for meetings, Group discussions, brain storming sessions and presentations.	6
<b>Unit IV: Handling personal communication</b>	
Handling personal communication - Letters, dictation, reading, problem solving, listening skills, self-talk, self - reflection, steps to personal creativity, public speaking.	4

**Suggested Reading:**

- *Onkvisit S. & Shaw, J., International Marketing: Analysis & Strategy, Pearson Education*
- *Czinkota M, Ronkaine I, Sutton Brady, C. and Beal, T. International Marketing, Cengage Learning.*
- *Cherunilam F, International Trade & Export Management, Himalaya Publishing.*
- *Cateora & Graham, International Marketing, McGraw Hill.*
- *Keegan, Global Marketing Management, Pearson Education Asia.*
- *Daniels, J, International Business, Pearson Education.*
- *Cherunilam, International Marketing, Himalaya Publishing.*

# **Semester II**

**Program:** MBA in Agri-Business  
**Semester:** II  
**Course:** Production & Operations Management  
**Course Code:** 11.551

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3	0	0	3

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### **Course Learning Objective:**

- CLO 1:** To give overview of Production & Operations Management
- CLO 2:** To enhance knowledge by providing theoretical knowledge of Production & Operations Management
- CLO 3:** To give understanding of applications of Production & Operations Management in various sectors

### **Course Outcome:**

On the completion of the Course, the students will be able to:

- CO 1:** Apply the concept of Production & Operations management in manufacturing and service sector and will be able to plan and implement production and service related decisions.
- CO 2:** Plan production schedules and plan resources (material and machine) required for production.
- CO3:** Apply the concepts of purchase, stores and inventory management and analyse and evaluate material requirement decisions.
- CO4:** Measure performance related to productivity and will be able to conduct basic industrial engineering study on men and machines.

**Course Content:**

Topics	Hours
<b>Unit I: Introduction To Production Management</b>	
An overview, Definition, Nature and Scope of Production Management. Production and manufacturing organizations, Methods and procedures in Production departments, Factory/plan location and plant layout, Production scheduling techniques. Routing Decisions, Line of Balance, Scheduling types & principles, master production schedule. Layout: Importance, Function, Objectives, Flow patterns, Layout types – Product, Process, Group Technology/ Cellular Layout, Factors for Good Layout, Layout Design Procedure	8
<b>Unit II: Introduction To Materials Management</b>	
Concept and Principles, Inventory Control and Inventory models. Selective Inventory control, ABC, VED, FNS Analysis. Standardization, Simplification, Variety reduction and Codification. Inventory Management: Deterministic demand model–EOQ- Continuous and Periodic review Inventory models	5
<b>Unit III: Operations &amp; Capacity Planning</b>	
Operations as a source of competitive advantage; Trade-offs and combinations, Process Analysis, Difference between Manufacturing and Service Operations Product Process Matrix, capacity planning- Process Selection and Facility layout: Designing product and process layouts and line balancing, Forecasting and its types, Supply chain management; Lean vs Agile supply chains; Aggregate Production Planning; Master Production Schedule and MRP, Sustainable Operations Management.	12
<b>Unit IV: Project management</b>	
Schedule Compressions-Cost estimation & Quality Definition-Planning Resources & Risks-Stakeholder identification, analysis and communication planning-Understanding different fundamental contract types and some of the variants-Earned value management-Behavioral aspects in project management and project closure.	5

**Suggested Reading:**

- *Principles of Marketing- A South Asian Perspective*, Kotler Philip, Armstrong Graw, Prafulla Y. Agnihotri and Haque, (2010), 13th edition, Pearson Education.
- *Marketing Management Global Perspective* Ramaswamy and Namkumar, S. (2009), Indian Context, McMillan, Delhi.
- *Marketing Management*, Saxena, Rajan. (2008), 3rd edition, McGraw Hill Education.
- *Marketing Management*, Kumar, Arun and Meenakshi. N, (2009), Vikas Publishing House.

**Program:** MBA in Agri-Business

**Semester:** II

**Course:** Human Resource Management

**Course Code:** 11.552

L	T	P	C
3	0	0	3

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**Course Learning Objective:**

CLO 1: To develop an understanding of the different dimensions of the management of human resources, with reference to different HRM policies and practices.

CLO 2: To develop the relevant skills necessary for application in HR related issues in the organization.

CLO 3: To incorporate the understanding of various HR concepts along with the domain concept in order to take correct business decisions.

**Course Outcome:**

On the completion of the Course, the students will be able to:

CO 1: Develop the understanding of the concept of human resource management and to understand its relevance in organizations.

CO 2: Develop necessary skill set for application of various HR issues.

CO 3: Integrate the knowledge of HR concepts to take correct business decisions.

CO 4: Handle the contemporary issues in HRM.

**Course Content:**

Topics	Hours
<b>Unit I: Fundamentals of Human Resources Management (HRM)</b>	
Meaning, Nature and Scope, Difference between HRM and Personnel Management, HRM functions and objectives, Evolution of HRM environment – external and internal, Human Resources Development in India, evolution and principles of HRD, HRD vs. Personnel functions, Role of HR managers.	7
<b>Unit II: Human Resources Planning</b>	
Definition, purposes, processes and limiting factors; Job Analysis: Job Description, Job Specification, Recruitment: The systematic approach to recruitment, recruitment policy, recruitment procedures, recruitment methods and evaluation, Selection: procedure, designing and methods and process evaluation, Understand leadership challenges and strategies, Negotiation & Assertiveness skills, Mapping personal leadership and learning journey, Expanding professional and personal networks.	9
<b>Unit III: Placement, Induction and Internal mobility of human resource</b>	
Training of employees—need for training-objectives- approaches --methods-training environment- areas of training- Training evaluation. Performance Appraisal: Definition, Purpose of appraisal, Procedures and Techniques including 360 degree Performance Appraisal, Job Evaluation, Methods of Job Evaluation.	6
<b>Unit IV: Compensation &amp; Contemporary Issues in HR</b>	
Compensation: Nature and Objectives of compensation, components of pay structure in India, Fringe Benefits, Discipline and Grievance Procedures: Definition, Disciplinary Procedure, and Grievance Handling Procedure, Industrial Relations: Nature, importance and approaches of Industrial Relations, Promotion, Transfer and Separation: Promotion – purpose, principles and types; Transfer – reason, principles and types; Separation ,resignation, Voluntary Retirement Scheme.	8
Contemporary Issues in HR – Human Resource Information Systems, Human Resource Audit, and Human Resource Accounting, Strategic Human Resource Management: Nature of Strategies and Strategic Management	

**Suggested Reading:**

- *Human Resource and Personnel Management- Aswathappa K,(Tata McGraw Hill, 5th Ed.).*
- *Human Resource Management, Text and Cases- Rao VSP, (Excel Books, 2nd Ed.)*
- *Human Resource Management- John Ivansevich, (Tata McGraw Hill, 10th Ed.)*
- *Human Resource Management- Gary Dessler, (Prentice Hall, 10th Ed.)*

**Program:** MBA in Agri-Business

**Semester:** II

**Course:** Marketing Management

**Course Code:** 11.553

L	T	P	C
3	0	0	3

### **Course Learning Objectives**

CLO 1: To understand the concepts of marketing management

CLO 2: To learn about marketing process for different types of products and services

CLO 3: To understand the tools (Marketing Mix) used by marketing managers in decision situations

CLO 4: To understand the marketing environment

### **Course Outcomes**

On completion of this course, the students will be able to:

CO 1: Students will demonstrate strong conceptual knowledge in the functional area of marketing management.

CO 2: Students will demonstrate the ability to plan, develop & execute and control marketing Strategies.

CO 3: Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

CO 4: Attainment of Organizational Marketing Goal

**Course Content:**

Topics	Hours.
<b>Unit I: Introduction to Marketing Management</b>	<b>5</b>
<p>Introduction: Definition, Importance and Scope of Marketing, Philosophies of Marketing Management.</p> <p>Elements of Marketing -Markets and Marketers; Marketing Vs. Selling, Consumer Markets and Industrial Markets. Concept of Marketing Management, Marketing – Mix, Functions of Marketing Management.</p>	
<b>Unit II</b>	<b>8</b>
<p><b>Marketing Information System:</b> Concept and Components.</p> <p><b>Understanding Consumer Behaviour-</b> Introduction, Importance &amp; Process. Factors influencing Consumer Buying Behaviour, Understanding Business Buyer Behaviour.</p> <p><b>Marketing Environment:</b> Marketing Research, Market Segmentation, Segmenting the Market. Benefits /Purpose and Limitations of Market Segmentations, Market Segmentation Procedure. Basis for Consumer/Industrial Market Segmentation. Market Targeting – Introduction. Procedure. Product Positioning - Introduction, Objectives, Usefulness, Differentiating the Product, Product Positioning Strategy.</p>	
<b>Unit III: Marketing - Mix Decisions</b>	<b>11</b>
<p>Marketing - Mix Decisions: Product Decisions, New Product Development-Concept and Necessity for Development, Failure of New Products, New Product Planning and Development Process, Product-Mix, Branding and Packaging Decisions, Product Life cycle - Stages and Strategies for Different Stages of PLC.</p> <p>Pricing Decisions: Pricing Objectives, Policies, Methods of Setting Price, Pricing Strategies. Channels of Distribution for Consumer/ Industrial Products, Factors affecting Channel Distribution, Management of Channels: Current Trends in Wholesaling and Retailing, Retail Distribution System in India Promotion: Promotion-mix, Advertising, Sales Promotion, Personal Selling, Publicity and Public Relations.</p>	
<b>Unit IV: Different Forms &amp; Trends in Marketing</b>	<b>6</b>
<p>Marketing of Services: A Brief Account of Marketing of Services. Rural Marketing, CRM, Electronic Marketing; B2C, B2B and C2C, Direct Marketing through Internet, International Marketing. Emerging Trends in Marketing: Green Marketing, Event Marketing, Network Marketing, Direct Marketing, Social Marketing, Buzz Marketing/ Viral Marketing. Consumerism, E-Commerce: Marketing In the Digital Age.</p> <p>Note: Relevant Case Studies should be discussed in class.</p>	



**Suggested Reading:**

- *Marketing Management, Analysis, Planning, Implementations and Control- Kotler Philip, (Pearson Education 12th Edition).*
- *Fundamentals of Marketing - Stanton William J,(McGraw Hill)*
  - *Principles of Marketing- Kotler, Philip and Armstrong Graw, (Pearson Education, 11th Edition).*
  - *Marketing Management: Planning, Implementation and Control- Ramaswamy V.S. and Namakumari S (Macmillian, 3rd Edition).*

**Program:** MBA in Agri-Business

**Semester:** II

**Course:** Corporate Finance

**Course Code:** 11.557

L	T	P	C
3	0	0	3

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**Course Learning Objective:**

CLO 1: Provide a comprehensive view of the Fundamental Financial Concepts.

CLO 2: Enhancing student's ability to define the risk and return for individual assets.

CLO 3: Highlight the features of various sources of raising funds.

CLO 4: Explain the various techniques to evaluate the investment in Long term assets and working Capital.

CLO 5: Developing knowledge on the importance and methods of evaluating Financing decision & Dividend Decisions.

**Course Outcome:**

On the completion of the Course, the students will be able to:

CO 1: Understand the applicability of the Fundamental Financial Concepts in Corporate Decision Making.

CO 2: Demonstrate the assessment of risk & Return.

CO 3: Evaluate the various sources of raising finance with their pros & cons in different situations.

CO 4: Evaluate the investment in long term and short term assets.

CO 5: Analyze the Complexities associated with the sources of raising funds in Capital Structure.

## Course Content:

Topics	Hours
<b>Unit I: Introduction to Financial Management</b>	
Introduction to Financial Management, Its meaning and functions, Interface of financial management with other functional areas of a business. Financial Statements and Analysis - Proforma Balance Sheet and Income Statements, ratio, time series, common size and Du-Pont analysis.	7
<b>Unit II: Capital Structure</b>	
Capital Structure, Determinants of size and composition of Capital Structure, Capital Structure Theories; Long term financing and Cost of Capital.	6
<b>Unit III: Working Capital Management</b>	
Working Capital Management, Determinants of Size and Composition of Working Capital, Cash and receivables management, Working Capital Management Theories, Financing of Working Capital.	9
<b>Unit IV: Financial planning and Forecasting</b>	
Financial planning and Forecasting, Financial planning for mergers & acquisition, Capital Budgeting, Undiscounted and Discounted cash flow methods of Investment Appraisal; Hybrid finance and lease finance.  Business Financing System in India, Money and Capital Markets, Regional and All - India Financial Institutions; venture capital financing and its stages, micro finance and International financial management.	8

## Suggested Reading:

- *Financial Management - Pandey I M ,(Vikas, 2004, 9th Ed.)*
- *Financial Management and Policy- Van Horne, (Pearson Education, 2003, 12th Ed.)*
- *Financial Management - Knott G, (Palgrave, 2004)*
- *Financial Management – Khan.M.Y and Jain P.K ,(Tata McGraw Hill, 3rd Ed.)*
- *Fundamentals of Financial Management - Prasanna Chandra, (TMH, 2004)*
- *Financial Management - R P Rustagi ,(Galgotia, 2000, 2nd revised ed.)*
- *Principles of Managerial Finance - Lawrence J. Gitman ,(Pearson Education, 2004)*
- *Financial Management- Ravi M. Kishore (Taxmann, 1st Ed.).*

**Program:** MBA in Agri-Business  
**Semester:** II  
**Course:** Operations Research  
**Course Code:** 11.558

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## **COURSE OBJECTIVE**

The Objective of Operations Research is classified as follows: -

CLO 1: The students should have awareness about optimization and utilization of resources & apply operations research technique like Simplex, two phases, Big M, Gomory's Method in managerial operations.

CLO 1: The students should have facility with mathematical & computational modelling of real decision making problems, including the use of modelling tool and computational tools as well as analytic skill to evaluate the problems based on Assignment and Transportation.

CLO 1: The students should be proficient on Game theory, sequencing problems including fundamental applications of those tools in industry.

CLO 1: The students develop an idea about Inventory Management, Replacement Models and Project Management using CPM and PERT.

## **COURSE OUTCOME**

After completing the course, students will be able to:

CO1: Identify and develop operational research models from the verbal description of the real system using LPP and IPP.

CO 2: Understand the mathematical tools that are needed to solve optimization problems such as Transportation and Assignment Problems.

CO 3: Use mathematical concept to solve the problems of Game theory and Sequencing.

CO 4: Integrate the knowledge of Inventory Management, Project Management & Replacement Models to take correct business decisions

**Course Content:**

Topics	Hours
<b>Unit I: Linear Programming Problem, Integer Programming Problem</b>	
Uses, Scope and Applications of Operation Research in managerial decision-making. Linear programming: Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP, Big-M and Two phase method, duality, Integer programming problem: Branch and Bound method, Gomory's cutting plane method	10
<b>Unit II: Transportation Problem, Assignment Model</b>	
Transportation problem: Various methods of finding Initial basic feasible solution and optimal solution, Assignment model: Algorithm and its applications.	6
<b>Unit III: Game Theory, Sequencing Problem</b>	
Game Theory: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy Games; Saddle Point; Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game, Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, Two jobs and m - Machines Problems.	6
<b>Unit IV: Inventory Model, Replacement, Project Management</b>	
Inventory Models: Deterministic models, Replacement of assets that deteriorate with time, Project Management: Rules for drawing the network diagram, Applications of CPM and PERT techniques in Project planning and control.	8

**Suggested Reading:**

- *Quantitative Techniques in Management –Vohra, N.D, (Tata Mc Graw-Hill, 2ndedition),2003.*
- *Quantitative Techniques - Kothari, C.R (Vikas 1996, 3rdEdition).*
- *Operations Research-Sharma J K, (Pearson, 3rdEdition)*
- *Operations Research - Kapoor V.K., (S. Chand, 4thEdition)LTPC3003*

**Program:** MBA in Agri-Business  
**Semester:** II  
**Course:** Marketing Research  
**Course Code:** 11.559

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**Course Learning Objective:**

**CLO 1:** Critically analyze research methodologies identified in existing literature

**CLO 2:** Propose and distinguish appropriate research designs and methodologies to apply to a specific research project

**CLO 3:** Develop a comprehensive research methodology for a research question

**CLO 4:** Apply the understanding of feasibility and practicality of research methodology for a proposed project

**Course Outcome:**

On the completion of the Course, the students will be able to:

**CO 1:** Analyze the roles, the functions and the processes that surround marketing research, emphasizing the specification, collection and analysis of primary data.

**CO 2:** Examine the research process, problem definition, alternative research designs, qualitative methods, survey methods, experiments, measurement & questionnaire design, data collection and foundational techniques for data analysis

**CO3:** Marketing research provides the student with substantial experience in developing critical analysis and math/statistics skills.

**CO4:** Understanding the process of marketing research thereby conducting a mini research and interpreting the challenges.

**Course Content:**

Topics	Hours
<b>Unit I: Introduction</b>	
Concept of Research and Its Application in Various Functions, Types of Research, Types of Business Problems: Encountered by the Researcher, Problems and Precautions to the Researchers, Process of Research. Market research, marketing research, application of marketing research.	6
<b>Unit II: Research Design &amp; Data collection</b>	
Definition, Functions, and Nature& Types. Concept of Sample: Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Data Collection – Primary and Secondary Sources; Primary Data Collection Instruments: Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, Types of scales, nominal scales.	8
<b>Unit III: Data Interpretations</b>	
Hypothesis Testing (parametric and non-parametric), Statistical Tools in Data Analysis: Bivariate Data Analysis: Correlation and Regression, Tests Of Significance: Z- Test, T-Test, Chi-Square Test, F -Test, And ANOVA, Index Number, Multivariate Data Analysis &Factor Analysis: Purpose, concept, difference between component analysis and factor analysis	10
<b>Unit IV: Report Preparation</b>	
Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report: Their Significance, Drawing Conclusions, Suggestions and Recommendations.	6

**Suggested Reading:**

- *Business Research Methods- Donald.R. Cooper and Pamela.S. Schindler, (Tata Mc Graw Hill, 9thEdition)*
- *Research Methodology- Bhattacharya Dipak, (Excel Books,2nd Edition)*
- *Research Methodology- Panneer Selvam, (Prentice Hall of India, Edition)*

**Program:** MBA in Agri-Business

**Semester:** II

**Course:** Management Information System

**Course code:** 11.602

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3	0	0	3

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### **Course Learning Objective:**

CLO 1: Describe the role of information technology and information systems in business

CLO 2: Record the current issues of information technology and relate those issues to the firm

CLO 3: Reproduce a working knowledge of concepts and terminology related to information technology

CLO 4: Appraise the knowledge previously acquired of Microsoft Office

CLO 5: Interpret how to use information technology to solve business problems

### **Course Outcome:**

On the completion of the Course, the students will be able to:

CO1: Analyze a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions.

CO2: Design, implement and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.

CO3: Communicate effectively in a variety of professional contexts.

CO4: Recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles.

CO5: Function effectively as a member or leader of a team engaged in activities appropriate to the program's discipline.



**Course content:**

<b>Topics</b>	<b>Hours</b>
<b>Unit I: Introduction:</b>	
Definition, characteristics & significance of MIS. Introduction to business systems: payroll, inventory control, financial accounting, sales order processing, manufacturing plants etc.	7
<b>Unit II: Information Concepts:</b>	
Data Vs Information, types of information, quality of information. Decision Making: Simon's model of decision making, structured & unstructured decisions	7
<b>Unit III: Database Management:</b>	
Objectives, role, advantages & disadvantages of DBMS, SQL, use of databases for integration across functional areas, Introduction to Decision Support System.	8
<b>Unit IV: Design Methodology &amp; Techniques:</b>	
System development life cycle, software development models. System Analysis – SRS, DFD, DD & Decision tables. System Design – design methods, detailed system design, documentation, system implementation and testing, Implementation and evaluation, planning, organizing, testing and changeover, evaluation approaches	8

**Suggested Reading:**

- *Management Information Systems: D.P. Goyal. MacMillan.*
- *Management Information Systems Davis & Olson, McGraw-Hill.*
- *Information Systems for Management Murdick, Ross, & Clagett. PHI, 3rd edition*

**Program:** MBA in Agri-Business

**Semester:** II

**Course:** Life Skills II

**Course Code:** 40M.151

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**Course Learning Objective:**

CLO 1: To make students realize the importance of life skills

CLO 2: To understand the self and relate it to the extrinsic world to build a greater self.

CLO 3: To create and recreate oneself to meet the contemporary needs in life and career.

CLO 4: To develop employment communication for better job prospects.

CLO 5: To cope and manage stress for balanced life.

**Course Outcome:**

On completion of the Course, the students will be able to:

CO 1: Identify key skills to manage life and work.

CO 2: To be able to draft resume and cover letter for employment.

CO 3: To identify self and create life goals.

CO 4: Strategize ways to build network for employment.

CO 5: Develop scientific thinking to cope with challenges.

**Course Content:**

Topics	Hours
<b>Unit 1: Introduction of Life Skills</b>	
Overview of Life Skills, meaning and significance of Life Skills ; Life Skills: Generic, Problem Specific and Area Specific Skills ; Self – awareness: Definition, Types of Self ; Self- Concept, Body Image, Self Esteem ; Empathy: Sympathy, Empathy, Altruism Effective Communication: Definition, Functions, Models, Barriers Interpersonal Relationship: Definition, Factors affecting relationships	4
<b>Unit 2: Life Skills for Professionals</b>	
Positive Thinking, Right Attitude, Attention to detail, Having the big picture Learning Skills, Research Skills, Setting Goals and Achieving them Leadership Motivation, Self-Motivation and motivating others. Personality Development , Intelligence Quotient, Emotional Quotient and Spiritual Quotient, Emotional Intelligence Presentation Skills: Preparation and Planning for Presentation, Making an Effective PPT Knowing the Audience, Activities – Hands on during Presentation, Handling Stage Fright	6
<b>Unit 3: Thinking Skills and Coping Skills</b>	
21 <sup>st</sup> Century Skills: Creativity, Critical Thinking and Collaboration Need for creativity in 21 <sup>st</sup> Century, Sources of Creativity Lateral Thinking, Critical Thinking versus Creative Thinking Critical Reading and Multiple Intelligence Problem Solving and Decision Making: Steps in Problem solving, Problem Solving Techniques Mind Mapping, Analytical Thinking, Scientific Temperament and Logical Thinking Coping Skills: Coping with Emotions - Definition, Characteristics, Types, Coping Strategies Coping with Stress – Definition, Sources of Stress, Coping Strategies	6
<b>Unit 4: Employment Communication – Job Interview</b>	
Job Communication: Developing Job Communication Skills, Developing Confidence Job Search Strategy: Understanding the Job Market, Job Search Process Job Application: Resume Building, Difference between Bio Data, Curriculum Vitae and Resume Job Interview: Importance of Job Interview, Characteristics of Job Interview, Types of Job Interview Job Interview Techniques, Interview Strategies.	4

**Suggested Reading:**

- *Onkvisit S. & Shaw, J., International Marketing: Analysis & Strategy, Pearson Education*
- *CzinkotaM, Ronkaine I, Sutton Brady, C. and Beal, T. International Marketing, Cengage Learning.*
- *Cherunilam F, International Trade & Export Management, Himalaya Publishing.*
- *Cateora & Graham, International Marketing, McGraw Hill.*
- *Keegan, Global Marketing Management, Pearson Education Asia.*
- *Daniels, J, International Business, Pearson Education.*

**Program:** MBA in Agri-Business  
**Semester:** II  
**Course:** Disaster Management  
**Course Code:** 14M.201

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L	T	P	C
3	0	0	0

### **Course Learning Objective:**

CLO 1: Develop an understanding of the key concepts, definitions a key perspectives of All Hazards Emergency Management

CLO 2: Understand the Emergency/Disaster Management Cycle

CLO 3: Have a basic understanding for the history of Emergency Management

CLO 4: Develop a basic under understanding of Prevention, Mitigation, Preparedness, Response and Recovery

CLO 5: Develop a basic understanding for the role of public and private partnerships.

### **Course Outcome:**

On completion of the Course, the students will be able to:

CO 1: Develop an understanding of the fundamental principles of Disaster Management and key respective of all Hazards Emergency Management.

CO 2: Develop an understanding of Disaster Management Cycle.

CO 3: Analyze the history of Emergency Management with current scenario.

CO 4: Develop an ability to gain brief knowledge about Prevention, Mitigation, Preparedness, Response and Recovery

CO 5: Analyze the performance or role of Public and Private Partnership in the field of Disaster Management.

**Course Content:**

Topics	Hours
<b>Unit I: Understanding Disasters</b>	
Understanding the concepts and definitions of disaster, hazard, vulnerability, risk, importance, dimensions & scope of Disaster Management, Disaster Management cycle and disaster profile of India.	6
<b>Unit II: Types, Trends, Causes, Consequences and Control of Disaster:</b>	
Geological Disasters (earthquakes, landslides, tsunamis, mining); Hydro-Meteorological Disasters (floods, cyclones, lightning, thunder- storms, hail storms, avalanches, droughts, cold and heat waves); Biological Disasters (epidemics, pest attacks, forest fire); Technological Disasters (chemical, industrial, radiological, nuclear, bomb threat, explosion) and Man-made Disasters (building collapse, rural and urban fire, road and rail accidents, nuclear, radiological, chemicals and biological disasters; terrorist attack, sudden shooting); Global Disaster Trends–Emerging Risks of Disasters–Climate Change and Urban Disasters; Financial emergency( risk of eviction, risk in arrears, sudden health emergency, family emergency, unexpected loss of income).	10
<b>Unit III: Prevention and Mitigation of Disaster:</b>	
Disaster Mitigation: meaning and concept, Disaster Mitigation Strategies Emerging Trends in Disaster Mitigation, Mitigation management, Role of Team and Coordination. Disaster Preparedness: Concept & Nature, Disaster Preparedness Plan, Preventions. Roles & Responsibilities of Different Agencies and Government, Technologies for Disaster Management. Early Warning System; Preparedness, Capacity Development; Awareness during Disaster.	8
<b>Unit IV: Applications of Science and Technology for Disaster Management &amp; Mitigation:</b>	
Geo-informatics in Disaster Management (RS, GIS, GPS and RS) Disaster Communication System (Early Warning and Its Dissemination) Land Use Planning and Development, Regulations, Disaster Safe Designs and Constructions, Structural and Non Structural Mitigation of Disasters.	6

**Suggested Reading:**

- *Disaster Management- J. P. Singhal, Laxmi Publications.*
- *Disaster Management - Dr. Mrinalini Pandey, Wiley India Pvt. Ltd.*
- *Disaster Science and Management- Tushar Bhattacharya, McGraw Hill Education (India) Pvt. Ltd.*
- *Disaster Management: Future Challenges and Opportunities - Jagbir Singh, K W Publishers Pvt*

# **Semester III**

**Program:** MBA in Agri-Business

**Semester:** III

**Course:** Project Management & Entrepreneurship Development

**Course Code:** 11.605

L	T	P	C
3	0	0	3

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### Course Learning Objective:

CLO 1: To develop an understanding of the concepts of project, types of projects, project identification, and Project's life cycle, Forms of Project Organization and human aspects of Project Management.

CLO 2: To help students understand the importance of social cost and benefit analysis and its UNIDO approach. It also includes network technique for project management, scheduling, PERT, CPM model and network cost system.

CLO 3: To incorporate the understanding of capital budgeting of an organization, including discounted and non-discounted techniques, cost over- run, Project control and information system.

CLO 4: To enable learners to understand the Significance of entrepreneurship in economic development qualities of entrepreneur, Entrepreneurship development programs and role of various institutions in developing entrepreneurship, life cycles of new business and steps for setting up a new industry.

### Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Understand the Concept of project, characteristics of projects, Identify the type of project and Project's life cycle, as well as steps for Successful Project Implementation.

CO 2: Analyze the project from technical, financial, market- demand and economic feasibility and analyse the difference between the CBA and SCBA. Create and formulate linear programming and integer programming model, project network and estimation of time and critical path in PERT and CPM model.

CO 3: Evaluate capital budgeting system of an organization through discounted and non- discounted techniques like NPV, IRR, Profitability index, ARR and Payback period.

CO 4: Understand entrepreneurship Development and role of institution like SIDO, MDI, EDI, AISSIB, NIESBUD etc. Also the students will analyze all the factors for success and failure of a new business.

**Course content:**

<b>Unit I</b>	<b>Introduction to Project Management</b>	<b>Hours</b>
	Concept, characteristics of projects, types of projects, project identification, and Project's life cycle, Forms of Project Organization, Human Aspects of Project Management, Pre-requisites for Successful Project Implementation	4
<b>Unit II</b>	<b>Project feasibility</b>	
	Market feasibility, technical feasibility, financial feasibility, and economic feasibility, social cost-benefit analysis, project risk analysis Network Analysis, Requirements for Network Analysis, Critical Path Method (CPM), Programme Evaluation and Review Technique (PERT)	8
<b>Unit III</b>	<b>Financial appraisal/evaluation techniques</b>	
	Estimation of Cash Flows, discounted/non-discounted cash flows; Net present values, profitability index, Internal rate of returns; Cost benefits ratio; Accounting rate of return, Payback period, Project implementation; Cost overrun, Project control and information system	8
<b>Unit IV</b>	<b>Entrepreneurship Development</b>	
	Significance of entrepreneurship in economic development qualities of entrepreneur, entrepreneurship development programs and role of various institutions in developing entrepreneurship, life cycles of new business, environmental factors affecting success of a new business, reasons for the failure and visible problems for business, Developing effective business plans, Procedural steps in setting up of an industry	10

**Suggested Reading:**

- Chandra P. 2005. *Project Management*. Tata McGraw Hill.13
- Gopal Krishan P & Nagarajan K. 2005. *Project Management*. New Age.
- Hisrich RD & Peters MP. 2002. *Entrepreneurship*. Tata McGraw Hill.
- Kaplan JM. 2003. *Patterns of Entrepreneurship*. John Wiley & Sons.
- Nandan H. 2007. *Fundamentals of Entrepreneurship Management*. Prentice Hall.
- Ramamoorthy VE. 2005. *Textbook of Project Management*. MacMillan



**Program:** MBA in Agri-Business  
**Semester:** III  
**Course:** Quality management in Agri Business  
**Course Code:** ABM-536

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L	T	P	C
3	0	0	3

### **Course Learning Objective:**

**CLO 1:** Understand the concept, meaning and definition of quality management, Sampling and inspection plan six Sigma and humanistic aspects of TOM.

**CLO 2:** Understand the importance and role of agri business, benefits to consumers, producers and food processors.

**CLO 3:** Understand the food grade, Standards for food commodities, like Cereals used in the food industry pulses, poultry products, quality control charts.

**CLO 4:** Understand the process control in food processing plants in India and abroad, their maintenance, quality deterioration, difference in quality regulations in Countries.

### **Course Outcome:**

On completion of the Course, the students will be able to:

**CO 1:** Helps to understand concept meaning of quality Management and to analyze about evolution and humanistic aspect of TQM.

**CO 2:** It helps to analyze the importance of quality and role of quality assurance in agri business, the procedure of quality control and to specify the quality grade and standards which help to understand about the benefit to customer.

**CO 3:** Students can explore the different sources of food, food from plants and food from animals ... Plants provide us with vegetables, coffee, cereals, pulses, fruits, sugar etc.

**CO4:** Helps to understand about the procedure of control in food processing plants in India and abroad which helps to assess food quality maintenance quality improvement food quality standards Helps to know about world food trade which helps to differentiate in quality regulations in different countries.

**Course Content:**

<b>Topics</b>	<b>Hours</b>
<b>Unit I:</b>	
Concept, meaning and definition of quality management, evolution of TQM, acceptance sampling and inspection plans, quality improvement teams, functional linkage of quality with reliability and maintainability, six sigma, humanistic aspects of TQM.	11
<b>Unit II:</b>	
Importance of quality and role of quality assurance in agri business, the quality control process and its relevance, Quality grades and standards: overview and relevance, benefits to consumers, producers and food processors.	7
<b>Unit III:</b>	
Food grades and standards for various food commodities: cereals, pulses, fruits and vegetables, meats, poultry products; Review of statistics relevant to quality control, quality control charts used in the food industry.	8
<b>Unit IV:</b>	
Process control in food processing plants in India and abroad to assess food quality-quality maintenance, quality improvement and quality deterioration, food quality standards and world food trade, differences in quality regulations in different countries and its impact on world food trade.	14

**CORE PAPER- Group**

**Program:** MBA in Agri-Business  
**Semester:** III  
**Course:** Agricultural Marketing Management  
**Course code-** ABM-517

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L	T	P	C
3	0	0	3

### **Course Learning Objective:**

- CLO 1: The objective of this course is to give the students an understanding of concept, various policies, strategies and decisions relating to marketing that can be developed by agribusiness firms.
- CLO 2: To enable the students to understand charging of income tax under different heads of income.
- CLO 3: To enable the students to understand the framework of corporate tax planning as a tool for financial planning.
- CLO 4: To enable the students to understand complex area of tax management in different business environment.

### **Course Outcome:**

- On the completion of the Course, the students will be able to:
- CO 1: Understand the agricultural marketing system and the role of price discovery in our economic system.
- CO 2: Understand, define and explain Value added processing.
- CO 3: Understand, define and explain Competition in the market place.
- CO 4: Understand, define and explain Consumer demand issues.
- CO 5: Understand, define and explain Marketing functions.

## Course content

Topics	Hours
<b>Unit I : Meaning and scope, agricultural marketing and economic development</b>	
Meaning and scope, agricultural marketing and economic development; Agricultural market structure – meaning, components and dynamics of market structure; marketing strategy – meaning & significance, formulation of marketing strategy; agribusiness marketing environment, design of marketing mix, market segmentation and targeting, determinants of consumer’s behaviour.	7
<b>Unit II : Product management</b>	
Product management - product management process and decisions, new product development – significance and classification of new product, stages and estimation of demand of new product; product life cycle.	8
<b>Unit III : Pricing policies and practice for agribusiness</b>	
Pricing policies and practice for agribusiness - determinants of price, objectives of pricing policies and pricing methods.	7
<b>Unit IV : Promotional management &amp; Distribution management</b>	
Promotional management - advertising planning and execution; sales promotion; grading and standardization. Distribution management - storage and warehousing and transportation management for agricultural products; marketing agencies/intermediaries – roles and functions; distribution channels involved in agribusiness.	8

## Suggested Readings:

- Acharya SS & Agarwal NL. 2004. *Agricultural Marketing in India. 4th Ed.*
- Oxford & IBH.
- Kohls RL & Uhj JN. 2005. *Marketing of Agricultural Products. 9th Ed.*
- Prentice Hall.
- Kotler P. 2002. *Marketing Management – Analysis, Planning, Implementation and Control. Pearson Edu.*
- Krishnamacharyulu C & Ramakrishan L. 2002. *Rural Marketing. Pearson Edu.*
- Ramaswamy VS & Nanakumari S. 2002. *Marketing Management. 2nd Ed.*
- Mac Millan India

**Program:** MBA in Agri-Business  
**Semester:** III  
**Course:** Sales & Distribution Management  
**Course Code:** 11.623.3

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L	T	P	C
3	0	0	3

**Course Objectives:**

- CLO 1: To understand about Sales Management & its strategies
- CLO2: Students will learn about aspects of sales force management & its evaluation
- CLO3: To learn all aspects of channel & distribution management
- CLO4: Students will able to develop & design channel logistics & supply chain management

**Course Outcomes:**

- CO 1:** Students will able to know about personal selling and other sales management strategies
- CO 2:** Students will develop knowledge of sales force recruitment, training & performance evaluation
- CO 3:** Students will know about distribution and intermediaries and their role
- CO 4:** Students will develop knowledge of distribution structures and flow of products movement for sales management

**Course Content:**

Topics	Hours
<b>Unit I: Introduction to Sales Management</b>	
Introduction to Sales Management: Scope and Importance; The Evolving Face of Personal Selling; Personal Selling Process and Approaches; Prospecting for customers; Modes of sales presentation, Designing and delivering of sales presentation, Sales Organization Structure; Sales Strategies, Sales Forecasting; Sales Territory Design.	8
<b>Unit II: Managing Relationship &amp; Building Loyalty</b>	
Sales Force Management: Sales Force Job Description; Recruitment and Selection; Training Sales Personnel; Sales Force Motivation; Compensation; Sales Quotas: Evaluating Sales Performance; Information Technology in Sales Management;	7
<b>Unit III: Delivering Services</b>	
Distribution Planning and Control: Complex Distribution Arrangement: (Structural Separation and Postponement) Functions of Intermediaries; Types and Role of Channel Intermediaries in India for Consumer and Industrial Products: Wholesale and Retail Structure.	5
<b>Unit IV: Service Quality</b>	
Channel Strategy and Design; Selection, Motivation and Evaluation of Intermediaries; Channel management; channel information system; market logistics and supply chain management; international sales management	10
Distribution System and Logistics: Physical Distribution System –Objectives and Decision Areas; Customer Service Goals; Logistics Planning; An overview of Transportation, Warehousing and Inventory Decisions, Integration of Sales and Distribution Strategy.	

**Suggested Reading:**

- *Sales Management. Still, R. R. & Cundiff, E. W., Govoni, N. A. P. (2007). 5th Edition Pearson Education, New Delhi*
- *Marketing Channels: A Management View, Rosenbloom, Bert (2004) 7th Edition ,Cengage Learning, New Delhi.*
- *Selling and Sales Management, Jobber , David and Lancaster, Geoffery (2006), 7th Edition, Pearson Education, New Delhi*
- *Sales Management Tanner Jr., J.F., Honeycutt Jr., E.D. and Erffmeyer, R.C. (2009) Pearson Education, New Delhi*
- *Sales and Distribution Management, Panda, T.K. and Sahadev, S (2005) Oxford University Press, New Delhi.*
- *Sales and Distribution Management, Havaldar, K K. and Cavale, VM. ((2007), Sales and Distribution Management:Text and Cases, Tata McGraw Hill, New Delhi*

**Program:** MBA in Agri-Business

**Semester:** III

**Course:** Consumer Behavior

**Course Code:** 11.623.2

L	T	P	C
3	0	0	3

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**Course learning objective:**

CLO 1: To define the conception of consumer behavior and reveal its importance in the context of marketing.

CLO 2: To identify factors that influence consumer behavior.

CLO 3: To examine the consumer decision making process.

CLO 4: To describe the target market and determine the positioning strategy according to consumer characteristics and behavior.

**Course outcome:**

On the completion of the Course, the students will be able to:

CO 1: Establish the Inter-disciplinary nature of consumer behavior & implement theories and concepts to marketing decisions.

CO 2: Identify different business opportunity based on changing Consumer Expectation & behavior

CO 3: Distinguish between different consumer behavior influences & work effectively as a team to develop innovative offering.

CO 4: Develop, design and communicate innovative offering to the target market taking care of social and ethical values which affects consumer behavior.



**Course Content:**

Topics	Hrs.
<b>Unit I: Introduction to Consumer Behavior</b>	
Introduction, importance & Scope. Marketing and Consumer Orientation, Diversity in Market Place, Factors Influencing Buyer Behavior, Buyer Behavior, Organizational Buying Vs. Consumer Buying. Market & Its Types, Market Segmentation, Consumer Research Process, Eight Step Research Process, Conducting Research Study	6
<b>Unit II: Psychological Factors affecting Consumer Behavior</b>	
Consumer needs, Hulls Drives reduction Theory, Maslow's Hierarchy of Needs, Mc Cleland's Three Needs Theory, Consumer Motivation Concept, Means- End Chain Model. Consumer Perception: Concept and Elements of Perception, Dynamics of perception, Perceived Risk, Consumer learning: Elements of learning, Behavioral and Cognitive Learning Theories. Attitudes: Introduction, Models of Attitude, Attitude Formation and Change, Personality: Introduction, Theories of personality, Personality and Understanding Consumer Diversity, Components of Communication, Designing Persuasive Communications	9
<b>Unit III: Social &amp; Cultural Factors affecting Consumer behavior</b>	
Group Dynamics and Consumer Reference Groups: Reference Groups, Application of reference groups, The family: Concept, Functions of the family, Family Decision Making, The family Life Cycle, Social Class and Consumer Behaviour, lifestyle profiles of the social classes. Characteristics of culture, Measurement of Culture, Subcultures and Consumer Behavior, Definition of Sub- Culture, Types of Sub- Cultures (religious, national, geographic, racial, age) , Sub- Culture Interactions, Cross- Cultural Consumer Analysis	10
<b>Unit IV: Opinion Leadership &amp; Diffusion of Innovation</b>	5
Introduction to Opinion Leadership, Measurement of Opinion Leadership, Profile of Opinion leader, the interpersonal flow of communication, opinion leadership and the firm's promotional strategy Diffusion Of Innovations: Diffusion Process, Adoption Process, and the profile of the consumer innovator	

**Suggested Reading:**

- *Cases in Marketing Management, Brennan. R, Pitman;1995*
- *Marketing Management: The Millennium Edition, Kotler.P, Prentice –Hall*
- *Consumer Behavior, Schiffman G.L and Kanuk L.L, Prentice-Hall*
- *Consumer Behavior, Atul Kr Sharma, Global Vision PublishingHouse*
- *Consumer Behavior, Raju M.S , Vikas Publishing House Pvt. Ltd,2004*

**CORE PAPER- Group II**

**Program:** MBA in Agri-Business

**Semester:** III

**Course:** Fertilizer Technology and Management

**Course code-** ABM-519

L	T	P	C
3	0	0	3

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### **Course Learning Objective:**

CLO 1: The objective of this course is to give the students an understanding of concept, various policies, strategies and decisions relating to marketing that can be developed by agribusiness firms.

CLO 2: To enable the students to understand charging of income tax under different heads of income.

CLO 3: To enable the students to understand the framework of corporate tax planning as a tool for financial planning.

CLO 4: To enable the students to understand complex area of tax management in different business environment.

### **Course Outcome:**

On the completion of the Course, the students will be able to:

CO 1: Understand the agricultural marketing system and the role of price discovery in our economic system.

CO 2: Understand, define and explain Value added processing.

CO 3: Understand, define and explain Competition in the market place.

CO 4: Understand, define and explain Consumer demand issues.

CO 5 : Understand, define and explain Marketing functions

## Course content

Topics	Hours
<b>Unit I : Fertilizer development</b>	7
Fertilizer development – concept, scope, need, resource availability; import and export avenues for fertilizer; types of fertilizers, grading and chemical constituents, role of fertilizers in agricultural production, production and consumption of fertilizer in India.	
<b>Unit II : Principles of Manufacturing fertilizers, nutrient sources and micronutrient Formulations</b>	8
Raw material needed and principles of manufacturing of nitrogenous, phosphatic and potassic fertilizers, secondary nutrient sources and micronutrient formulations.	
<b>Unit III : Fertilizer Control order</b>	7
Production efficiency and capacity utilization; quality control and legal aspects- fertilizer control order.	
<b>Unit IV : Testing facilities; constraints in fertilizer use and emerging scenario of fertilizer use</b>	8
Testing facilities; constraints in fertilizer use and emerging scenario of fertilizer use; assessment of demand and supply of different fertilizers, fertilizer distribution, and fertilizer storage. Field trials and demonstration, fertilizer pricing policy; scope of bio fertilizer; environmental pollution due to fertilizer use.	

### Suggested Readings:

- *Book by Brahma Mishra, I K Publications Pvt. Ltd.*
- *Hand Book of Nutrient Management & Fertilizer Technology, SSPH Publishing house.*
- *Book by Palgrave, Routledge Taylor and Francis group.*

**Program:** MBA In Agri-Business

**Semester:** III

**Course:** Organic Food Production Technology and Management

**Course Code:** ABM-552

L	T	P	C
3	0	0	3

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**Course Learning Objective:**

**CLO 1:** Student should learn about the meaning, importance, need, scope and principal of organic food production in India and also enable the student to learn initiatives taken by the government and different NGOS.

**CLO 2:** It helps to understand organic ecosystem and their concepts which includes organic manure , FYM , oilcakes , animal waste bio-Fertilizer and its fortification and also fundamentals of insects, pest disease and weed management under organic mode of production.

**CLO 3:** Provide student understanding of restrictions to nutrient use in organic farming, about the choice of crops and their varieties in organic food production.

**CLO 4:** It helps to understand operational structure of NPOP, quality control ,also enable learner to understand marketing and export potential of organic products.

**Course Outcome:**

On completion of the Course, the students will be able to:

**CO 1:** Understand the organic food product meaning principal scopes and types of organic food production as well as initiatives taken by govt. of India and other different organisation for promotion of organic food.

**CO 2:** Understand the organic ecosystem and concepts and also learn about organic nutrient resources which includes organic manure, FYM, oil cakes and bio-fertilizer and about its fortification.

**CO 3:** Helps to understand restrictions to nutrients use in organic farming as well about the better choice of crops helps to understand varieties and cultivation of a selected crop for organic farming.

**CO4:** Student understand about the operation structure of NPOP, about the quality control and certification procedure of organic food product as well as marketing and export potential of organic products.

**Course Content:**

<b>Topics</b>	<b>Hours</b>
<b>Unit I:</b>	
Organic food production-meaning, concept, need, importance, principles and its scope in India, Types of organic food production- pure organic farming and integrated farming systems. Initiatives taken by Government (Central/State), NGOs and other organizations for promotion of organic food production.	11
<b>Unit II:</b>	
Organic ecosystems and their concepts; Organic nutrient resources- organic manure, FYM, oil cakes, animal waste, green manure, liquid manure, bio-fertilizer, vermin compose and its fortification; Fundamentals of insect, pest, disease and weed management under organic mode of production.	7
<b>Unit III:</b>	
Restrictions to nutrient use in organic farming; Choice of crops- cereals/pulses/oil seeds/ fruits/vegetables/mushrooms and their varieties in organic food production.	8
<b>Unit IV:</b>	
Restrictions to nutrient use in organic farming; Choice of crops- cereals/pulses/oil seeds/ fruits/vegetables/mushrooms and their varieties in organic food production.	14

**Practical:**

- Visit to organic farms to study the various components and their utilization;
- Familiarization with manures composts and bio-fertilizers according to sources of plant nutrients, bio-pesticides
- Preparation and quality analysis of enriched compost, organic pesticides, bio-pesticides
- Cultivation of a selected crop for organic production
- Quality control and certification procedure of organic food products

**Suggested Reading:**

1. Arun K. Sharma. 2002. *A Hand book of organic farming*. Agrobios, India. 627p.
- Palaniappan, S.P and Annadurai, K.1999. *Organic farming-Theory and Practice*. Scientific publishers, Jodhpur,India. 257p.
1. Mukund Joshi and Prabhakarasetty, T.K. 2006. *Sustainability through organic farming*. Kalyani publishers, New Delhi. 349p.
2. Balasubramanian, R., Balakishnan, K and Siva Subramanian, K. 2013. *Principles and practices of organic farming*. Satish Serial Publishing House. 453p 39
3. Tarafdar, J.C., Tripathi, K.P and Mahesh Kumar, 2009. *Organic agriculture*. Scientific Publishers, India. 369p.
4. Tiwari, V.N., Gupta, D.K., Maloo, S.R and Somani, L.L. 2010. *Natural, organic, biological, ecological and biodynamic farming*. Agrotech Publishing Academy, Udaipur. 420p.
5. Dushyent Gehlot. 2005. *Organic farming- standards, accreditation, certification and inspection*. Agrobios, India. 357p

**Program:** MBA in Agri-Business

**Semester:** III

**Course:** Management of Agricultural input Marketing

**Course code-** ABM-530

L	T	P	C
3	0	0	3

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### **Course Learning Objective:**

CLO 1: To enable the students to understand complex area of marketing in different business environment in agriculture.

CLO 2: The objective of this course is to give the students an understanding of different marketing concept and marketing system in context of agricultural inputs.

CLO 3: The objective of this course is to give the students an understanding of concept, various policies, strategies and decisions relating to marketing that can be developed by agribusiness firms.

### **Course Outcome:**

On the completion of the Course, the students will be able to:

CO 1: Understand the agricultural marketing system and the role of price discovery in our economic system.

CO 2: Understand, define and explain Value added processing.

CO 3: Understand, define and explain Competition in the market place.

CO 4: Understand, define and explain Consumer demand issues.

CO 5 : Understand, define and explain Marketing functio



## Course content

Topics	Hours
<b>Unit I : Agricultural input marketing</b>	
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.	7
<b>Unit II : Seed- Importance of seed input</b>	
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 NSC and State Seed Corporation.	8
<b>Unit III : Chemical Fertilizers</b>	
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.	7
<b>Unit IV : Plant Protection Chemicals and Farm Machinery</b>	
Plant Protection Chemicals- Production, export/import, consumption, marketing system – marketing channels; Electricity/Diesel Oil- marketing and distribution system; pricing of electricity for agriculture use; subsidy on electricity. Farm Machinery- Production, supply, demand, Marketing and distribution channels of farm machines; Agro-industries Corporation and marketing of farm machines / implements/Equipments.	8

### Suggested Readings:

- Acharya SS & Agarwal NL. 2004. Agricultural Marketing in India. 4th Ed. Oxford & IBH.
- Broadway AC & Broadway Arif A. 2003. A Text Book of Agri-Business Management. Kalyani.
- Singh AK & Pandey S. 2005. Rural Marketing. New Age.
- Singh Sukhpal 2004. Rural Marketing- Focus on Agricultural Inputs. Vikas Publ. House.

# **Semester IV**

**Program:** MBA in Agri-Business

**Semester:** IV

**Course:** Agribusiness Environment and Policy

**Course code-** ABM-502

L	T	P	C
4	0	0	4

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**Course Learning Objective:**

CLO 1: To expose students to the environment in which the agri-business is conducted.

CLO 2: To make students aware of micro and macro environmental forces and their impact on agri-business.

CLO 3: To introduce world and Indian Agriculture and Agricultural Heritage and agribusiness policies.

CLO 4: To enable the students to understand complex area of agriculture in different business environment.

**Course Outcome:**

On the completion of the Course, the students will be able to:

CO 1: Students are well aware of the environment in which the agri-business is conducted.

CO 2: They may easily differentiate of micro and macro environmental forces and their impact on agri-business.

CO 3: Students are bestowed with world and Indian Agriculture and Agricultural Heritage and agribusiness policies

CO 4: Student can understand different phases of economic reforms in Indian economic system.

CO 5: Student can understand different phases of economic reforms in Indian economic system

## Course content

Topics	Hours
<b>Unit I : Role of agriculture in Indian economy</b>	9
Role of agriculture in Indian economy; problems and policy changes relating to farm supplies, farm production, agro processing, agricultural marketing, agricultural finance etc. in the country.	
<b>Unit II : Structure of Agriculture - Linkages among sub-sectors of the Agribusiness sector</b>	11
Structure of Agriculture - Linkages among sub-sectors of the Agribusiness sector; economic reforms and Indian agriculture; impact of liberalization, privatization and globalization on Agri business sector.	
<b>Unit III : Emerging trends in production, processing, marketing and exports</b>	12
Emerging trends in production, processing, marketing and exports; policy controls and regulations relating to the industrial sector with specific reference to agro-industries.	
<b>Unit IV : Agribusiness policies</b>	8
Agribusiness policies- concept and formulation; and new dimensions in Agri business environment and policy. Agricultural price and marketing policies; public distribution system and other policies.	

### Suggested Readings:

- Adhikary M. 1986. Economic Environment of Business. S. Chand & Sons.
- Aswathappa K. 1997. Essentials of Business Environment. Himalaya Publ.
- Francis Cherunilam 2003. Business Environment. Himalaya Publ.

**Group - I**

**Program:** MBA in Agri-Business

**Semester:** IV

**Course:** Management of Agribusiness Cooperatives

**Course code-** ABM-527

L	T	P	C
3	0	0	3

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**Course Learning Objective:**

CLO 1: To provide the students an understanding about the agribusiness cooperative organizations and their management.

CLO 2: To expose learners to the environment in which the agri-business is conducted.

CLO 3: Focus will be on understanding micro and macro environmental forces and their impact on agri-business.

CLO 4: To enable the students to understand complex area of agriculture in different business environment.

**Course Outcome:**

On the completion of the Course, the students will be able to:

CO 1: Understand the agricultural marketing system and the role of price discovery in our economic system.

CO 2: Understand, define and explain Value added processing.

CO 3: Understand, define and explain Competition in the market place.

CO 4: Understand, define and explain Consumer demand issues.

CO 5: Understand, define and explain Marketing functions.

**Course content:**

<b>Topics</b>	<b>Hours</b>
<b>Unit I : Cooperative administration</b>	7
Cooperative administration- a global perspective, ecology of cooperative administration, cooperative sector and economic development.	
<b>Unit II : Cooperative management</b>	8
Cooperative management- nature, functions and purpose of cooperatives – procurement, storage, processing, marketing, process of cooperative formation, role of leadership in cooperative management.	
<b>Unit III : Human resource management</b>	7
The state and cooperative movement, effects of cooperative law in management, long range planning for cooperative expansion, policy making. Human resource management, placement and role of board of directors in cooperative management.	
<b>Unit IV : Overview of agribusiness cooperative</b>	8
Overview of agribusiness cooperative – credit cooperatives, cooperative marketing, dairy cooperative; financing agribusiness cooperative.	

**Suggested Readings:**

- Akmat JS. 1978. New Dimensions of Cooperative Management. Himalaya Publ. House.
- Ansari AA. 1990. Cooperative Management Patterns. Anmol Publ.
- Sah AK. 1984. Professional Management for the Cooperatives. Vikas Publ. House.

## **Group - II**



**Program:** MBA in Agri-Business  
**Semester:** IV  
**Course:** Agri-supply Chain Management  
**Course code-** ABM-532

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L	T	P	C
3	0	0	3

### **Course Learning Objective:**

- CLO 1: To develop an understanding of basic concepts and role of Logistics and supply chain management in business.
- CLO 2: To understand how supply chain drivers play an important role in redefining value chain excellence of Firms.
- CLO 3: To develop analytical and critical understanding & skills for planning, designing and operations of supply chain.
- CLO 4: To understand, appraise and integrate various supply chain strategies.

### **Course Outcome:**

On the completion of the Course, the students will be able to:

- CO 1: Understand the fundamentals of elements and functions of supply chain, role of drivers and demand forecasting.
- CO 2: To apply various techniques of inventory management and their practical situations.
- CO 3: Analyze how supply chain decisions related to facility location can be applied to various industries and designing the supply chain.
- CO 4: How various warehousing management system and transportation can be practiced in various industries?
- CO 5: How logistics and supply chain strategies can create value generation and utilize IT applications
- CO 6: How supply chain performance can be measured using various models?

## Course content

Topics	Hours
<b>Unit I : Supply Chain</b>	
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.	7
<b>Unit II : Demand Management in Supply Chain</b>	
Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management.	8
<b>Unit III : Procurement Management in Agri. Supply chain</b>	
Procurement Management in Agri. Supply chain: Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, Classification of Purchases Goods or Services, Traditional Inventory Management, Material Requirements Planning, Just in Time (JIT), Vendor Managed Inventory  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.	7
<b>Unit IV : Concept of Information Technology</b>	
Concept of Information Technology: IT Application in SCM; Advanced Planning and Scheduling; SCM in Electronic Business; Role of Knowledge in SCM; Performance Measurement and Controls in Agri. Supply Chain Management- Benchmarking: introduction, concept and forms of Benchmarking.	8

### Suggested Readings:

- Altekar RV. 2006. Supply Chain Management: Concepts and Cases. Prentice Hall of India.
- Monczka R, Trent R & Handfield R. 2002. Purchasing and SupplyChainManagement. Thomson Asia.
- van Weele AJ. 2000. Purchasing and Supply Chain Management Analysis,Planning and Practice. Vikas Publ. House

**Program:** MBA In Agri-Business  
**Semester:** IV  
**Course:** Dairy Products Management

L	T	P	C
3	0	0	3

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**Course Code:** ABM-553

**Course Learning Objective:**

**CLO 1:** Understand the focus is to develop competencies in procurement of milk, fluid milk processing, production of value added products and quality control aspect of dairy.

**CLO 2:** It includes the Traditional Indian dairy product method, principle in enhancing the self- life of indigenous milk product.

**CLO 3:** Understand the different fat rich dairy products and their status in India and abroad. Processes and manufacture of cream, butter, and ghee as per legal.

**CLO 4:** Understand the manufacture of condensed and dried milks, the quality of raw milk, Calculation of standardization of ice-cream mixes.

**Course Outcome:**

On completion of the Course, the students will be able to:

**CO 1:** Understand the Learning about basic concept of design in dairy plant for milk and other products

**CO 2:** Understand innovations in manufacturing and packaging processes, enhance the knowledge about Bio preservative principles.

**CO 3:** To understand processing conditions of different types of fat rich dairy product and their status in India and abroad.

**CO4:** Acquaint students with the physical properties and physic-chemical changes taking place during manufacture of condensed and dried milk.

**Course Content:**

Topics	Hours
<b>Unit I:</b>	
Milk industry in India and abroad, collection and transportation of milk, manufacturing of special milks: toned, doubled toned, reconstituted, recombined, flavored, homogenized, vitaminised and sweet acidophilus milk, nutritive value of milk, effect of heat processing on nutritive value. Cleaning and sanitization of dairy equipment.	7
<b>Unit II:</b>	
Status and significance of traditional Indian milk products, <b>Khoa, Khoa - based sweets:</b> Burfi, Peda, Milkcake, Kalakhand, Gulabjaman rabri and their compositional profile and manufacture practices, <b>Channa, Chhana-based sweets:</b> Rasogolla, Sandesh, Rasomalai. mechanization of manufacturing process, advances in preservation and packaging, <b>Paneer:</b> Product description, standards, method of manufacture, packaging and preservation. Mechanization of Paneer manufacturing/packaging process. <b>Dahi:</b> Product description method of manufacture and packaging process. <b>Kheer and Payasam:</b> Product description methods of manufacture, innovations in manufacturing and packaging processes. Biopreservative principles in enhancing the self-life of indigenous milk products including active packaging.	11
<b>Unit III:</b>	
Status of fat-rich dairy products in India and abroad. <b>Cream, Butter: Ghee and butter oil, cheese</b> – definitions, legal standards, manufacturing, packaging storage, transportation and marketing.	8
<b>Unit IV:</b>	14
Condensed Milks and dried milks sweetened condensed milk and evaporated milk and dried milk SMP and whole milk manufacturing techniques; grading and quality of raw milk for condensed and evaporated milk, Physico-chemical changes taking place during manufacture of condensed milk, management of condensed and dried milk industry, manufacture of plain skim concentrated milk, Skim Milk Powder by spray drying/roller drying and preparation of instant milk powder. Calculation of standardization of ice-cream mixes. Manufacture of plain and fruit flavoured ice-cream. Manufacture of kulfi.	

**Program:** MBA in Agri-Business  
**Semester:** IV  
**Course:** Food Technology and Processing Management  
**Course code-** ABM-518

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L	T	P	C
3	0	0	3

### **Course Learning Objective:**

- CLO 1: The objective of this course is to acquaint the students with different food processing techniques and their management.
- CLO 2: To expose learners to the environment in which the agri-business is conducted.
- CLO 3: Focus will be on understanding micro and macro environmental forces and their impact on agri-business.
- CLO 4: To enable the students to understand complex area of agriculture in different business environment.

### **Course Outcome:**

On the completion of the Course, the students will be able to:

- CO 1: At the end of the course students would have learnt about the mechanisms by which a human body interacts with a pathogenic microbe & how it eliminates it.
- CO 2: Students will also familiarize themselves with immunopathology and Immune therapy.
- CO 3: At the end of this course, students should be able to synthesize key concepts in immunology, understand the way in which different components of the immune system interact in a coordinated manner to fight infection and discuss the way the immune system reacts to various kinds of infectious agents.
- CO 4: The student will gain basic knowledge of IPR (patent, design, copyright and Geographical indication). Significance of IPR and how to obtain patent or filing process of patent.

## Course content

Topics	Hours
<b>Unit I : Present status of food industry in India</b>	
Present status of food industry in India; Organization in food industry; Introduction to operations of food industry; Deteriorative factors and hazards during processing, storage, handling and distribution.	7
<b>Unit II : Principles of food processing and food preservation</b>	
Basic principles of food processing and food preservation by manipulation of parameters and factors and application of energy, radiations, chemicals and biotechnological agents; Packaging of foods.	8
<b>Unit III : Analysis of costs in food organization</b>	
Analysis of costs in food organization; Risk management; Laws and regulations related to food industry and food production and marketing; Quality management – quality standards, PFA, ISO, etc.	7
<b>Unit IV : Case studies on project formulation in various types of food industries</b>	
Case studies on project formulation in various types of food industries –milk and dairy products, cereal milling, oil-seed and pulse milling, sugarcane milling, honey production, baking, confectionery, oil and fat processing, fruits and vegetable storage and handling, processing of fruits and vegetables, egg, poultry, fish and meat handling and processing, etc.	8

## Suggested Readings:

- Acharya SS & Aggarwal NL. 2004. Agricultural Marketing in India. Oxford & IBH.
- Early R. 1995. Guide to Quality Management Systems for Food Industries. Blackie.
- Jelen P. 1985. Introduction to Food Processing. Reston Publishing.
- Potly VH & Mulky MJ. 1993. Food Processing. Oxford & IBH.

