



Executive MBA IN AGRICULTURE BUSINESS MANAGEMENT

COURSE STRUCTURE:

Semester-I		INT	EXT	TOTAL
ABM-301	Agri Economics	40	60	100
ABM-302	Agri Business and Co-operative Management	40	60	100
ABM-303	Agri Import and Export Management	40	60	100
ABM-304	Food Processing and Farm Machinery Management	40	60	100
ABM-305	Agri Logistics and Supply Chain Management	40	60	100
ABM-306	Agriculture and Food Retailing	40	60	100
ABM-307	Micro Finance and Social Entrepreneurship	40	60	100
ABM-308	Summer Training Project Report and Viva-Voce			100
total		280	420	800
Semester-II		INT	EXT	TOTAL
ABM-401	Business Policy and Strategic Management	40	60	100
ABM-402	Total Quality Management in Agri Business	40	60	100
ABM-403	E-Commerce and Agri Business	40	60	100
ABM-404	Financing of Agri Business	40	60	100
ABM-405	Derivatives with Commodity Futures	40	60	100
ABM-406	Agri Technology Management	40	60	100
ABM-407	Dissertation and Viva-Voce			200
total		240	360	800

MBA AGRICULTURE BUSINESS MANAGEMENT

SEMESTER-III

ABM-301 AGRI ECONOMICS

Unit-I: Agriculture and Economic Development- Nature and scope of agricultural and rural economics; Traditional agriculture and its modernization; Role of agriculture in economic development; Interdependence between agriculture and industry

Unit-II: Diversification of Rural Economic activities- Livestock economics- Livestock resources and their productivity ; White revolution ; Fishery and poultry development ; Forestry, horticulture and floriculture ; Issues and problems in rural industrialization and development of agro-based industries.

Unit-III: Agricultural production and productivity- Agricultural production- Resource use and efficiency; production function analysis in agriculture, factor combination and resource substitution; Cost and supply curves; Size of firm and laws of returns.

Unit-IV: Agricultural prices- marketing and state policy ; Agricultural markets and market efficiency- Marketing functions and costs ; Market structure and imperfections ; regulated markets ; marketed and marketable surplus ; Crop insurance ; Terms of trade between agricultural and non-agricultural

prices ; Need for state interventions ; Objectives of agricultural policy- Instruments and evaluation ; Food security in India and Public Distribution System.

Unit-V: Rural savings and capital formation; characteristics and sources of rural credit institutional and non-institutional; Reorganisation of rural credit- cooperatives, commercial banks, regional rural banks, Role of NABARD.

ABM-302 AGRI BUSINESS AND CO-OPERATIVE MANAGEMENT

Unit-I: Agricultural business management, forms of business organisation, production relationships, cost concept, farm planning

Unit-II: Agricultural marketing, agribusiness and balance sheet analysis, project preparation, role of agro-processing in agribusiness development

Unit-III: Principles of cooperation, process of cooperative formation, cooperative legislation, governance in agribusiness cooperatives, management of cooperatives, overview of agribusiness cooperatives

Unit-IV: Credit cooperatives, production/processing based cooperatives, cooperative marketing, dairy cooperatives, tribal cooperatives

Unit-V: Financing agribusiness cooperatives, business development planning for cooperatives, MIS for agribusiness cooperatives, collective action and leadership in cooperatives, promotion of cooperative movement-education and training

ABM-303 AGRI IMPORT AND EXPORT MANAGEMENT

Unit-I: Introduction to agriculture, forms of agriculture, production, need for import and export, analysis of marketable surplus and marketed surplus, analysis of import and export statistics of agricultural products in India, macroeconomic forces

Unit-II: Overview of world agricultural trade, issues impacting international agricultural trade, agricultural policy, technology advancement on agricultural products

Unit-III: Import requirements-causes, identifying agri products for import ,import substitution, regulation of imports, quality standards, scanning the countries for importing the required agri products, import planning, documents required,

Unit-IV: Identifying foreign markets for agri export, marketing plan for exports, export documents and procedure, terms of payment and export finance, legal dimensions

Unit-V: Institutional infrastructure for export promotion in India, export assistance, State trading in imports and exports, working of the State trading organisations in India

ABM-304 FOOD PROCESSING AND FARM MACHINERY MANAGEMENT

Unit-I: Present status of food industry in India, introduction to operations of food industry, basic principles of food processing and food preservation, packaging of foods, analysis of costs in food organisations

Unit-II: Risk management, Laws and regulations related to food industry, food production and marketing, quality management, quality standards, PFA, ISO, etc.

Unit-III: Farm machinery selection for different farm size and for different agro climatic conditions, scheduling of farm operations for higher efficiencies, indices of machine performance

Unit-IV: Cost analysis of operations using different implements, economic performance of machines, optimisation of tractor implement system and transport of farm produce

Unit-V: Case studies on project formulation in various types of food industries—cereals and pulses, milk and dairy products, processing of fruits and vegetables, egg and poultry processing; agricultural equipments industry- their production, marketing and constraints; establishment of agricultural engineering enterprise (agro service centres, etc.)

ABM-305 AGRI LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Unit-I: Overview of logistics: introduction, nature, concepts, evolution, importance, components and functions of logistics management; Introduction to supply chain management, value chain, supply chain effectiveness and Indian infrastructure, outsourcing and 3PLs and fourth party logistics(4PLs)

Unit-II: Elements of logistics and supply chain management: demand forecasting, functions of inventory, warehousing and distribution centres, transportation, protective packaging, order processing, material handling with special reference to agri products

Unit-III: Performance measurement of logistics and supply chain management-dimensions, basic tools, impediments to improved performance; Logistic and supply chain management in Indian agri industry like edible oil industry, sugar industry, bakery and confectionary industry, cereal and pulses industry

Unit-IV: Issues in marketing and customer service with special reference to agri business: changing environment and the importance of CRM, Gap analysis for customer service management, efficient customer response planning for uncertainty, product costing for uncertainty

Unit-V: Logistics & supply chain management and Information technology in agri business-- from vertical integration to virtual integration, transiting from made- to- stock to build- to- order, integrated IT solutions for L&SCM, emerging technologies in L&SCM

ABM-306 AGRICULTURE AND FOOD RETAILING

Unit-I: Fundamentals of retailing-unorganised vs. organised retail, elements of retail marketing mix, SWOT analysis of retail industry in India, Retail formats and classification of retailers, relationship between agriculture and food retailing

Unit-II: Retail marketing in the modern age; Importance of e-commerce, business environment for e-retailing, the digital age and the new global culture for retailing with special reference to food retailing in local, national and global context

Unit-III: Retail strategic planning and operations management, evaluating the competition in retailing, market selection and location analysis, customer services and retail selling with special reference to agri business

Unit-IV: retail merchandising, merchandise selection and planning, range planning, category management; retail pricing: strategies and techniques with special reference to food retailing

Unit-V: retail brand positioning, differentiation, gaining strategic competitive advantage, promotion of retail brand, retailing and creating right atmosphere, ambience and interior & exterior environment with special reference to food retailing

ABM-307 MICRO FINANCE AND SOCIAL ENTREPRENEURSHIP

Unit-I: Micro finance overview: Evolution, role, scope and importance of micro credit and micro finance in India, distinctive features, advantages, micro finance and socio-economic development, micro finance environment in India and abroad, micro credit and micro finance models

Unit II: Financial institutions for rural development, basic understanding of rural and development credit, institutional structure of rural financing in India---policy and schemes of NABARD, recent financing schemes of the government

Unit-III: Micro finance at small group level: concept, emergence, objectives, thrust areas, case studies of recent success stories; management of small groups, cluster and federation from credit and trade perspectives, role of facilitating agencies

Unit-IV: Social image of an entrepreneur, myths around entrepreneurship development: can everybody be developed through entrepreneurship development programme, entrepreneurs are born and cannot be developed; Entrepreneurial contributions and Indian economy, Social structure of India, social entrepreneur—who and why; social entrepreneurship in India, growing number of social entrepreneurs in India, typical sectors of investment of social enterprises,

Unit-V: Problems and prospects in developing entrepreneurship, Role of government in the social entrepreneurship landscape- need of a national fund, budget initiatives, some established social enterprises, NGO's role, establishing relationship with linkage agencies, Entrepreneurship development in rural and tribal areas

ABM-308 SUMMER TRAINING PROJECT REPORT AND VIVA VOCE

SEMESTER-IV

ABM-401 BUSINESS POLICY AND STRATEGIC MANAGEMENT

Unit-I: Business policy as a field of study; general management point of view; objectives of business policy, evolution of business policy, strategic intent—vision, mission, goals and objectives, strategic management—nature and scope

Unit-II: Strategy formulation and choice: Environment analysis, SWOT analysis, experience curve, BCG matrix, GEC model, SPACE, competencies and organisational capabilities, power dynamics and organisational values

Unit-III: Strategy implementation: project, procedural, behavioural, structural and resource allocation

Unit-IV: Strategy evaluation and control: concept and techniques; management of strategic change, different issues

Unit-V: Value chain and competitive analysis: Framework for analysing competition, competitive advantage of a firm, value chain analysis, turnaround management, mergers and acquisitions; strategic management in an international firm

ABM-402 TOTAL QUALITY MANAGEMENT IN AGRI BUSINESS

Unit-I: Basic concepts of total quality, 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

Unit-II: The importance of quality and the 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

Unit-III: 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

Unit-IV: Process control in food processing plants in India and abroad to assess food quality-quality maintenance, quality improvement and quality deterioration

Unit-V: Food quality standards and world food trade, differences in quality regulations in different countries and its impact on world food trade

ABM-403 E-COMMERCE AND AGRI BUSINESS

Unit-I: E-commerce overview: Introduction, features, importance to economy, models of e-commerce, e-commerce status in India, key success factors, advantages, limitations and challenges in e-commerce with special reference to India

Unit-II: Technology for e-commerce; internet trading, electronic data interchange, electronic payment system, adoption of e-commerce by employees, customers, channel partners, suppliers, service providers and regulatory authority

Unit-III: Guidelines for effective implementation of e-commerce in India; Important decisions for e-commerce: designing website, designing web address, presence in search engines and directories, advertising the website, monitoring and updating

Unit-IV: Present practices of e-commerce in agri business: online transactions, marketing, delivery of information intensive products through online, building trust through branding, online promotion on the website; customer service and value addition through e-CRM and e-SRM

Unit-V: Success stories of organisations involved in e-agri business, case studies and future vision of e-agri business in India

ABM-404 FINANCING OF AGRICULTURAL BUSINESS

Unit-I: Financial policy, sources of finance: external, internal, owned, debt, foreign financial participation; raising finance-some important issues: effect of legal form of organisation, provisions of the Companies Act, control of capital issues; need for financing agri business in India, assessment of the capacity of the borrowers to borrow and repay

Unit-II: financial markets: money and capital markets; regional and all India financial institutions: commercial banks, regional rural banks, NABARD, cooperatives'(NCDC and other institutions)Agro Industries Corporation, IDBI, IFCI, ICICI, SFCs, SIDCs; LIC, Non-banking financial companies

Unit-III: Agri business financing system in India: aims and objectives of financing of agri-business, framework of financial decision making, changing role of finance manager, long term finance and short term financing for agri business- methods of appraising working capital requirements

Unit-IV: Precautions and procedural formalities of financing: pre, progress and post financing requirements, RBI guidelines

Unit-V: Role of external finance for agricultural production, marketing and processing- demand assessment, repayment method, steps for NPA reduction; problems, prospects and challenges in financing of agri business in India

ABM-405 DERIVATIVES WITH COMMODITY FUTURES

Unit-I: Role and Functions of Derivatives: Economic Role, Risk Management, Price Discovery, and Transactional Efficiency. Types and Classification of Derivatives: Options, Forwards, Futures and Swaps. OTC Derivatives and Exchange Traded Derivatives. Users of Derivatives: Market makers, Hedgers, Speculators and Arbitrageurs.

Unit-II: Commodity Markets: Key Characteristics, Market Participants, Commodity Investments, Commodity Return and Volatility, Commodity Return Correlations, Commodity Hedging. Commodity Indexes: Concepts, Index Composition, Index Weights, Index Rebalancing and Return and Volatility calculation of Commodity Indexes.

Unit-III: Futures and Forwards on Commodities and its Indexes. Mechanics of Future Markets: Specification of futures contracts, margin money on Futures Contract, Daily Settlement of the contracts and margin call and Futures Clearing Corporation. Futures pricing and Hedging strategies using Futures. Difference between Futures and Forwards.

Unit-IV: Options on Commodities and its Indexes, Types of Options, Options Clearing Corporations, Trading Strategies involving options, Combinations of options – spreads, straddle, strips, straps and strangle. Pricing of options – Black & schools Model, Option Greeks and Delta Hedging.

Unit-V: Swaps, Modus Operandi of Swaps, Mechanics of Interest Rate Swaps, Valuation of Interest Rate Swaps, Credit Risk in Swaps.

ABM-406 AGRI TECHNOLOGY MANAGEMENT

Unit-I: Technology management-Aims and objectives, technology absorption and diffusion, technology marketing issues, management of technological change: R&D activities and costing of technologies, government and private initiatives for upliftment of technology for agriculture

Unit-II: Identification of agri technology, technologies profiles, agro ecological and socio economic conditionality, refinement and adoptability of technology; technological need and preparatory management, policy perspectives

Unit-III: High-tech horticulture-high density planting in fruit crops, integrated pest management, integrated nutrient management of important fruits and vegetables, precision farming, micro propagation, micro irrigation, protected cultivation, value addition

Unit-IV: High-tech agriculture-seed production technique, high yielding and hybrid varieties, bio tech products, new crop establishment method, input use efficiency, leaf colour chart for nutrient management, value addition in agriculture

Unit-V: Seed and fodder management, bio technological applications in dairy industry, Ultra High Temperature(UHT) pasteurization of milk, technology management for live stock products, value addition in eggs

ABM-407 Dissertation and Viva-Voce

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