



**INTERNATIONAL AGRIBUSINESS MANAGEMENT INSTITUTE  
ANAND AGRICULTURAL UNIVERSITY  
ANAND - 388110  
GUJARAT, INDIA**



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**Endorsement for the Programme Specific Outcomes, Programme Outcomes, and  
Course Outcomes Mapping of MBA (Agribusiness Management) curriculum**

ICAR Fourth Deans' Committee has undertaken the task of formulating and advocating uniform courses, along with meticulously curated syllabi, across all esteemed colleges of Agribusiness Management within our nation. The courses and syllabi have been structured with integral importance placed on precision and alignment with academic standards. They serve as a beacon of academic integrity and rigor, aimed at fostering a harmonized educational landscape within the realm of Agribusiness Management. The recommendations set forth by the ICAR Fourth Deans' Committee have been duly endorsed and ratified, reflecting the discerning evaluation and unwavering commitment to educational excellence. This initiative has been executed with careful consideration of meticulous deliberations and diligent efforts by deans from various agricultural universities.

MBA (Agribusiness Management) curriculum is herewith delineates and articulates for the Programme Specific Outcomes, Programme Outcomes, and Course Outcomes, meticulously and mapped to ensure a comprehensive and coherent educational framework. The undersigned hereby affix our official seal and endorsement, thereby granting unequivocal approval.

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## MBA (Agribusiness Management) Programme

Course code	ABM-501
Course title	Principles of Management and Organizational Behaviour
Course credit	3 (3+0)
Teaching per Week	3 hrs.
Course Objective (CO)	Provide students with opportunities to understand a wide variety of topics related to business management, focusing on fundamental management principles and concepts that apply to agribusiness, traditional management skills, and new competencies needed to succeed in a fast-paced environment that demands on going innovations.
Course Content	<p>Unit 1 Introduction to Management: Nature, Scope and Significance of Management, Evolution of Management Thought, Approaches to Management, functions and skills of a manager.</p> <p>Unit 2 Management functions: Planning - Types, Steps, Objective, Process, Strategies, Policies, MBO, Organizing – Structure &amp; Process, Line, Staff, Authority &amp; Responsibility, Staffing – Recruitment and Selection, Directing – Training, Communication &amp; Motivation, Controlling- Significance, Process, Techniques, Standards &amp; Benchmarks, Management Audit.</p> <p>Unit 3 Nature, Scope and Significance of Organizational Behavior; Foundations of Individual behaviour – Emotions, Personality, Values, Attitudes, Perception, Learning and individual decision making, Motivation- Types of motivation, theories of motivation, motivational practices at workplace, managing stress and work life balance</p> <p>Unit 4 Group dynamics- types of groups, group formation, Group decision making, teambuilding and developing collaboration, leadership styles and influence process; leadership theories, leadership styles and effective leader</p> <p>Unit 5 Understanding and managing organisational culture, power and political behaviour in organisations, conflict Management, negotiation, managing organizational change, concept of organizational development.</p>



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References:	<ol style="list-style-type: none"> <li>1. Stephen P. Robbins, Mary Coulter &amp; Neharika Vohra. 2010. Management. Pearson Edu.</li> <li>2. Heinz Wehrich, Mark V. Cannice &amp; Harold Koontz. 2015 , Management, A Global, Innovative and Entrepreneurial Perspective, 14th Edition, McGraw Hill Education Pvt Ltd.</li> <li>3. James G. Beierlein, Kenneth C. Schneeberger, Donald D. Osburn. 2014. Principles of Agribusiness Management. Fifth edition. Waveland Press</li> <li>4. Neck, C. P., Houghton, J.D. and Murray E.L., 2017, Organizational behavior, Sage Publication India Private Limited.</li> <li>5. Greenberg, J., 2013, Behavior in Organisations, PHI Learning Private Limited, New Delhi.</li> <li>6. John A. Wagner III, J. A. and Hollenbeck, J. R., 2015, Organizational Behaviour, Routledge Taylor &amp; Francis Group, New York.</li> <li>7. Harold Koontz &amp; Keing Weighhrich. 2010. Essentials of Management. Tata McGraw Hill</li> </ol>
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Course Outcomes	<p>CO1: Understand the basic concepts of management and organizational behaviour</p> <p>CO2: Develop a overall view about the various management functions, managerial skills and approaches</p> <p>CO3: Analyse and understand the Nature, Scope and Significance of Organizational Behavior and different parameter of the OB</p> <p>CO4: Get insights about the fundamentals of individual and group behaviour in the organisational setting</p> <p>CO5: Analyse the organisational level challenges in managing the resources optimally</p>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	3	3	3	3	2			3
<b>CO2</b>	3	2	3	2	3	3	3	2	2	3	1
<b>CO3</b>	2		3	3	3	2	3	2	2		3
<b>CO4</b>	3	2	3	2	3	3	3	2		2	2
<b>CO5</b>	3	3	3	3	3	3	3	2			
<b>Avg.</b>	2.8	2.5	3	2.6	3	2.8	3	2	2	2.5	2.25



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Course code	ABM 502
Course title	Agribusiness environment & policy
Course credit	2 (2 + 0)
Teaching per Week	2
Course Objective (CO)	To expose learners to the environment in which the agri-business is conducted. Focus will be on understanding micro and macro environmental forces and their impact on agri-business.
Course Content	<p>Unit - 1 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.</p> <p>Unit - 2 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.</p> <p>Unit - 3 Emerging trends in production, processing, marketing and exports; policy controls and regulations relating to the industrial sector with specific reference to agro-industries.</p> <p>Unit - 4 Agribusiness policies- concept and formulation; and new dimensions in Agri business environment and policy.</p> <p>Unit - 5 Agricultural price and marketing policies; public distribution system and other policies</p>
References:	<ol style="list-style-type: none"> <li>1. Adhikary M. 1986. Economic Environment of Business. S. Chand &amp; Sons.</li> <li>2. Aswathappa K. 1997. Essentials of Business Environment. Himalaya Publ.</li> <li>3. Francis Cherunilam 2003. Business Environment. Himalaya Publ.</li> </ol>
Course Outcomes	<ol style="list-style-type: none"> <li>1. Develop an understanding about the role and problems agriculture and agri business is playing in the Indian economy through case study method</li> <li>2. Critically evaluate the major economic reforms that have directly or indirectly affected agri business in India through case study method</li> <li>3. Understand the emerging trends and challenges in the field of agri business through case study method</li> <li>4. Inculcate the information regarding collectivisation practices through FPOs through case study method</li> </ol>



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	5. Understanding the agribusiness policies issues in the direction of sustainability with climate change through case study method
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	3	3	3	3	2			3
<b>CO2</b>	2	3	3	2	3	3	3	3	3	3	2
<b>CO3</b>	2		2	3	3	3	3	3	2		3
<b>CO4</b>	3	2	3	2	3	3	3	2		2	2
<b>CO5</b>	3	3	3	3	3	3	3	2			
<b>Avg.</b>	2.6	2.8	2.8	2.6	3.0	3.0	3.0	2.4	2.5	2.5	2.5



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Course code	ABM 503
Course title	Managerial economics
Course credit	3 (3 + 0)
Teaching per Week	3
Course Objective (CO)	To familiarize the students with the fundamental economic concepts and principles in the context of managerial decision making
Course Content	<p>Unit - 1 Scope of managerial economics, objective of the firm and basic economic principles; mathematical concepts used in managerial economics.</p> <p>Unit - 2 Demand analysis - meaning, types and determinants of demand; demand function; demand elasticity; demand forecasting-need and techniques.</p> <p>Unit - 3 Production, cost and supply analysis- production function, least-cost input combination, factor productivities and returns to scale, cost concepts, cost-output relationship, short and long-run supply functions.</p> <p>Unit - 4 Pricing-determinants of price - pricing under different market structures, pricing of joint products, pricing methods in practice, government policies and pricing.</p>
References:	<p>Baumol WJ. 1980. Economic Theory and Operations Analysis. Prentice Hall of India.</p> <p>Craig PH &amp; Chris LW. 1996. Managerial Economics. Prentice Hall of India.</p> <p>Dernberg TF. et. al.1986. Macro Economics: Concepts, Theories and Policies. McGraw Hill.</p> <p>Dwivedi DN. 2002. Managerial Economics. Vikash Publ.</p> <p>Gupta GS. 1997. Managerial Economics. Tata McGraw Hill.</p> <p>Koutsoyiannis A. 1989. Modern Micro Economics. Mac Millan Press.</p>
Course Outcomes	<ol style="list-style-type: none"> <li>1. Understanding of economic analysis skill through case study method</li> <li>2. Develop policy analysis aptitude through case study method</li> <li>3. Inculcate macro and micro economic environment through case study method</li> <li>4. Understanding of demand forecasting techniques through circulation quality study material</li> <li>5. Understanding market structure through circulation quality study material</li> </ol>

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
CO1	2	3	3	3	3	3	3	2			3
CO2	2	2	2	3	2	2	2	2	3	3	2
CO3	2		2	3	2	3	3	3	2		3
CO4	3	2	3	2	3	3	3	2	2	2	2



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<b>CO5</b>	3	3	3	3	3	3	3	2			
<b>Avg.</b>	2.4	2.5	2.6	2.8	2.6	2.8	2.8	2.2	2.3	2.5	2.5



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Course code	ABM 504
Course title	Managerial accounting & control
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The objective of this course is to expose the learner to the concept and methods of financial and management accounting. Focus will be on understanding techniques, uses and applications of financial and management accounting.
Course Content	<p>Unit 1 Financial Accounting- Meaning, Need, Concepts and Conventions; Branches of Accounting, Internal and External Users of Accounting, Advantages and Limitations of Financial Accounting, Accounting Standards.</p> <p>Unit 2 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.</p> <p>Unit 3 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.</p> <p>Unit 4 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.</p> <p>Unit 5 Responsibility Accounting- Its Meaning and Significance, Cost, Profit and Investment Centres, Accounting for Price Level Changes- Concepts, CPP and CCA Methods. 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.</p>
References:	<ol style="list-style-type: none"> <li>1. Horngren. 2008. Introduction to Financial Accounting. 8<sup>th</sup>Ed. Pearson Edu.</li> <li>2. Khan MY &amp; Jain PK. 2004. Management Accounting. Tata McGraw Hill.</li> <li>3. Maheshwari SN &amp; Maheshwari SK. 2003. Financial Accounting. 3<sup>rd</sup> Ed. Vikas Publ. House.</li> </ol>
Course Outcomes	<p>CO1: Strategic Decision-Making: Students will be able to apply managerial accounting techniques to analyse financial data, enabling them to make informed strategic decisions that contribute to the overall success of an organization.</p> <p>CO2: Cost Management Proficiency: Develop a proficiency in cost management by understanding and applying various costing methods, budgeting techniques, and</p>



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	<p>performance measurement tools to optimize resource allocation and improve organizational efficiency.</p> <p>CO3: Financial Performance Evaluation: Acquire the ability to evaluate the financial performance of a business through the interpretation of financial statements, ratio analysis, and other performance metrics, providing insights into the organization's financial health.</p> <p>CO4 Internal Control Implementation: Demonstrate the capability to design and implement effective internal control systems, ensuring the integrity of financial information, compliance with regulations, and safeguarding organizational assets.</p> <p>CO5 Communication of Financial Information: Develop effective communication skills to convey complex financial information to non-financial stakeholders, aiding in the understanding of financial performance and facilitating collaborative decision-making across various functional areas of the business.</p>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	3	3	3	3	2			3
<b>CO2</b>	2	3	3	3	2	2	2	3	3	3	2
<b>CO3</b>	3		2	3	3	3	3	3	2	2	3
<b>CO4</b>	3	2	3	2	3	3	2	2	2	2	2
<b>CO5</b>	3	3	3	3	3	3	3	2			
<b>Avg.</b>	2.8	2.8	2.8	2.8	2.8	2.8	2.6	2.4	2.3	2.3	2.5



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Course code	ABM 505
Course title	Communication for management & business
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The course aims to make students proficient in written as well oral communication. The focus will be on business-related communication.
Course Content	<p>Unit 1 Introduction to communication, Communication process, Barriers to Communication, Effective Communication, types of communication in organisations viz. Downward, Upward, Horizontal, Static Vs dynamic.</p> <p>Unit 2 Non-Verbal Communication, Communication through clothes/colours/space/ symbol, Body language and etiquettes, Interpersonal Communication, Self-concept and communication, and Assertive Communication.</p> <p>Unit 3 Types of business writing viz, Newsletters, Reports, Folders, Fact Sheets, Press releases; Readership and writing style - human aspects of writing.</p> <p>Unit 4 Meetings - Planning for a meeting, tips for chairing, opening, progress &amp; ending, Behavior of ordinary members, the character of a business meeting, Energies for meetings, Group discussions, brainstorming sessions and presentations</p> <p>Unit 5 Handling personal communication - Letters, dictation, reading, problem-solving, listening skills, self-talk, self-reflection, steps to personal creativity, public speaking.</p>
References:	<ol style="list-style-type: none"> <li>1. Bovee. 2008. Business Communication Today. 7<sup>th</sup> Ed. Pearson Edu.</li> <li>2. Brown L. 2006. Communication Facts and Ideas in Business. Prentice Hall.</li> <li>3. Lesikar. 2004. Basic Business Communication. McGraw Hill.</li> <li>4. Ramchandran KK, Lakshmi KK &amp; Karthik KK. 2007. Business Communication. Macmillan.</li> </ol>
Course Outcomes	<p>CO1: Effective Communication skills: Students will be able to demonstrate improved oral and written communication skills, use appropriate language and tone in business communication.</p> <p>CO2: Interpersonal Communication: Students will be able to communicate effectively in professional settings, and enhance their ability to communicate with team members, superiors and subordinates.</p> <p>CO3: Business writing proficiency: Write clear, concise, and professional business documents, such as emails, reports, and proposals.</p> <p>CO4: Negotiation and Conflict Resolution: Students will be able to learn and apply communication strategies in negotiation and develop skills for resolving conflicts in the workplace.</p> <p>CO5 Feedback and Improvement: Students will be able to provide constructive feedback on communication and apply the feedback received by him for his continuous improvement</p>



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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	2	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	3	3	2	2	3	3	3	3	2
<b>CO3</b>	3		2	2	2	3	3	3	2	2	3
<b>CO4</b>	3	2	3	2	3	3	2	2	2	2	2
<b>CO5</b>	3	3	3	3	3	3	3	2			
<b>Avg.</b>	2.6	2.8	2.8	2.6	2.6	2.8	2.8	2.4	2.5	2.3	2.5



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Course code	ABM 506
Course title	Business Laws and Ethics
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	This course aims to expose the learner to various ethical issues and laws affecting business. The focus will be on understanding the provisions of various business laws and ethical practices to conduct the business properly.
Course Content	<p>Unit 1 Introduction to Indian legal system, The Indian Contract Act-1872: Contract- meaning, nature, significance, types of contract, essentials of a valid contract, offer and acceptance, capacity to contract, free consent, performance of contract.</p> <p>Unit 2 Companies Act-1956: incorporation, commencement of business, types of companies, management, winding of companies, Negotiable Instruments Act.</p> <p>Unit 3 Essential Commodities Act, APMC Act, Consumer Protection Act, RTI Act, MRTP Act- major provisions and implications.</p> <p>Unit 4 Factory Act, Labour laws, Industrial dispute Act.</p> <p>Unit 5 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.</p>
References:	<ol style="list-style-type: none"> <li>1. Gulshan SS &amp; Kapoor GK. 2003. Business Law including Company Law. 10<sup>th</sup> Ed. New Age Publ.</li> <li>2. Kapoor ND. 2005. Business Law. S. Chand &amp; Sons.</li> <li>3. Tulsain PC. 2006 Business Law. Tata McGraw Hill.</li> <li>4. Tuteja SK. 2005. Business Law for Managers. S. Chand &amp; Sons.</li> </ol>
Course Outcomes	<p>CO1: Students will be able to understand the Contract Act which expose them with the elements of a contract, including identification, offer, acceptance, consideration, meeting of the minds, competency, and capacity, and contract legality.</p> <p>CO2: The Company laws understand them with a company as a registered association, which is an artificial legal person, having an independent legal entity with a perpetual succession, a common seal for its signatures, a common capital comprised of transferable shares, and carrying limited liability.</p> <p>CO3: Miscellaneous act make them aware of how to deal with day-to-day activities and provisions to be followed for handling commodities and services as well as issues related to external customers</p> <p>CO4: It will be aware of the legal framework of human resource management</p>



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CO5: Ethics guides students to tell the truth, keep their promises, or help someone in need. There is a framework of ethics underlying our lives on a daily basis, helping us make decisions that create positive impacts and steering us away from unjust outcomes

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	2	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	2	3		3	3	2
<b>CO3</b>	3	2	2	2	2	3	3	3	2	2	3
<b>CO4</b>	3	2	3	2	3	3	2	2	3	2	2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.6	2.6	2.6	2.6	2.6	2.8	2.8	2.3	2.8	2.4	2.6



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Course code	ABM 507
Course title	Marketing management
Course credit	3 (3+0)
Teaching per Week	3 hrs
Course Objective (CO)	The objective of this course is to develop an understanding of the field of marketing. The focus will be on imparting knowledge of the basic concepts, tools, and functions of marketing.
Course Content	<p>Unit 1 The Concept of Marketing Management; Marketing Environment; Marketing Mix, Strategic Marketing, Market Segmentation, Targeting, and Positioning; Buyer Behavior, Marketing Information System, Marketing Organization and Control.</p> <p>Unit 2 Marketing potential and forecasting, Classification of Products; Product Life Cycle; New Product Development; Product Line and Product Mix; Branding, Packaging, and labeling.</p> <p>Unit 3 Factors affecting prices; Pricing Policies and Strategies; Pricing Methods.</p> <p>Unit 4 Types of Distribution Channels; Functions of Channel Members; Channel Management Decisions.</p> <p>Unit 5 Promotion Mix; Introduction to Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations and Direct marketing, managing integrated marketing promotion, Customer Relationship Management.</p>
References:	<ol style="list-style-type: none"> <li>1. Brassington 1997. Marketing Management. Pitman Publ. House.</li> <li>2. Kotler P. 2002. Marketing Management – Analysis, Planning, Implementation and Control. Pearson Edu.</li> <li>3. McCarthy 2003. Marketing Management. Tata McGraw-Hill.</li> <li>4. Saxena R. 2002. Marketing Management. Mc Graw Hill.</li> <li>5. Stanton WJ, Etzel MJ &amp; Walker BJ. 1996. Fundamentals of Marketing. McGraw-Hill.</li> </ol>
Course Outcomes	<p>CO1: Marketing Management: Marketing management involves strategically planning, implementing, and controlling the marketing mix, considering buyer behavior, segmentation, targeting, and positioning to achieve organizational goals.</p> <p>CO2: Product Management Insights: Understanding marketing potential, forecasting, and mastering product life cycles, development, lines, and mix, along with effective branding, packaging, and labeling, are crucial for successful product management strategies.</p> <p>CO3: Strategic Pricing Proficiency: Comprehending factors influencing prices, formulating effective pricing policies and strategies, and employing diverse pricing methods are essential for mastering the art of strategic pricing in the business landscape.</p> <p>CO4 Distribution Dynamics Mastery: Navigating through types of distribution channels, understanding the functions of channel members, and making informed</p>



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channel management decisions are vital for optimizing product distribution and reaching target markets effectively.

CO5 Integrated Promotion Process: Mastering the promotion mix, encompassing advertising, personal selling, sales promotion, publicity, public relations, and direct marketing, while effectively managing integrated marketing promotions, is fundamental for successful customer relationship management and brand communication.

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	2	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	2	2	3	3	3	2
<b>CO3</b>	3	2	2	2	2	3	3	3	2	3	3
<b>CO4</b>	3	2	3	2	3	3	2	3	3	2	2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.6	2.6	2.6	2.6	2.6	2.8	2.6	2.6	2.8	2.6	2.6



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Course code	ABM 508
Course title	Human Resource Management
Course credit	2 (2+0)
Teaching per Week	2
Course Objective (CO)	The objective of this course is to expose the learner to the field of human resource management. The focus will be on human resource practices and their utility for managers.
Course Content	<p>Unit 1 Introduction to Human Resources Management; Human Resource Planning- Nature and Significance, Job Analysis, Job Description, job Specification, Job enlargement, Job enrichment, Job rotation, Job evaluation.</p> <p>Unit 2 Recruitment and Selection Process, Induction, Training and Human Resource Development-Nature, Significance, Process and Techniques, Internal mobility including Transfers, Promotions, employee separation.</p> <p>Unit 3 Performance Appraisal – Significance and methods, Compensation management, Wage and Salary Administration – Course Objective; Wage Fixation; Fringe Benefits, Incentive Payment, bonus, and Profit Sharing.</p> <p>Unit 4 Industrial Relations-Role and Status of Trade Unions; Collective Bargaining; Worker’s Participation in Management, Career planning and employee retention.</p> <p>Unit 5 Quality of work life, employee welfare measure, Disputes and grievance Handling Procedures; Arbitration and Adjudication; Health and Safety of Human Resources; Human Resources accounting, Human Resources outsourcing.</p>
References:	<ol style="list-style-type: none"> <li>1. Ashwathapa K. 1997. Human Resource Management. Tata McGraw.</li> <li>2. Flippo EB. 1984. Personnel, Management. McGraw-Hill.</li> <li>3. Garry D. 2001. Human Resource Management. 7<sup>th</sup> Ed. Prentice-Hall of India.</li> <li>4. Mamoria CB. 1996. Personnel Management. Himalaya Publ. House.</li> <li>5. Subba Rao P. 2004. Essentials of Human Resource Management and Industrial Relations. Himalaya Publ. House.</li> <li>6. Venkantavatnam CS &amp; Srivastav BK. 1991. Personnel Management and Human Resources. Tata McGraw-Hill.</li> </ol>



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Course Outcomes	<p>CO1: Transformed HR departments can focus on strategic initiatives like talent management and organizational development, leveraging data to shape company culture and drive success.</p> <p>CO2: Data-driven insights can shape company culture, drive success, and align HR practices with the overarching business strategy.</p> <p>CO3: Effectively manage and plan key human resource functions within organizations.</p> <p>CO4: Examine current issues, trends, practices, and processes in HRM.</p> <p>CO5: Contribute to employee performance management and organizational effectiveness. Problem-solve human resource challenges.</p>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	2	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	2	2	3	3	3	2
<b>CO3</b>	3	2	2	2	2	2	3	3	2	3	3
<b>CO4</b>	3	2	3	2	3	3	3	3	3	2	2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.6	2.6	2.6	2.6	2.6	2.6	2.8	2.6	2.8	2.6	2.6



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Course code	ABM 509
Course title	Financial Management
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The course aims to make students proficient in concepts and techniques of financial management. Focus will be on developing understanding of the application of Financial and investment decisions.
Course Content	<p>Unit - 1 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.</p> <p>Unit - 2 Capital Structure, Determinants of size and composition of Capital Structure, Capital Structure Theories; Long term financing and Cost of Capital.</p> <p>Unit - 3 Working Capital Management, Determinants of Size and Composition of Working Capital, Cash and receivables management, Working Capital Management Theories, Financing of Working Capital.</p> <p>Unit - 4 Financial planning and Forecasting, Financial planning for mergers &amp; acquisition, Capital Budgeting, Undiscounted and Discounted cash flow methods of Investment Appraisal; Hybrid finance and lease finance.</p> <p>Unit - 5 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.</p>
References:	<ol style="list-style-type: none"> <li>1. Chandra P. 2000. Financial Management. Tata McGraw Hill.</li> <li>2. Khan MY &amp; Jain PK. 2004. Financial Management: Text, Problems and Cases. Tata McGraw Hill.</li> <li>3. Pandey IM. 1997. Financial Management. Vikas Publ.</li> <li>4. Ramachandran N &amp; Kakani RK. 2005. Financial Accounting for Management. Tata McGraw Hill.</li> <li>5. Van Horne JC. 1997. Financial Management and Policy. Prentice Hall.</li> </ol>
Course Outcomes	CO1. Financial Analysis and Reporting: Students will be able to analyze financial statements, interpret financial ratios, and prepare financial reports to assess the financial performance and position of an organization.



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	<p>CO2. Capital Budgeting and Investment Decisions: Students will be able to evaluate investment opportunities, apply capital budgeting techniques, and make informed investment decisions to maximize shareholder wealth.</p> <p>CO3. Risk Management and Capital Structure: Students will be able to understand and manage financial risks, determine optimal capital structure, and assess the cost of capital to maximize firm value.</p> <p>CO4. Working Capital Management: Students will be able to manage short-term assets and liabilities, optimize working capital levels, and develop strategies to ensure liquidity and operational efficiency.</p> <p>CO5. Financial Planning and Strategy: Students will be able to develop financial plans, forecast financial needs, and formulate financial strategies to support the overall strategic objectives of the organization.</p>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	2	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	3	2	3	3	3	2
<b>CO3</b>	3	2	3	2	2	2	3	3	2	3	3
<b>CO4</b>	3	2	3	2	3	3	3	3	3	2	2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.6	2.6	2.8	2.6	2.6	2.8	2.8	2.6	2.8	2.6	2.6



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Course code	ABM 510
Course title	Production and operations management
Course credit	2 (2 + 0)
Teaching per Week	2
Course Objective (CO)	The objective of this course is to expose the learner to the field of production and operations management. The focus will be on imparting knowledge of the basic concepts, tools, and functions of production management
Course Content	<p>Unit - 1 Nature and Scope of Production and Operations Management; Its relationship with Other Systems in the Organization; Factors Affecting System and Concept of Production and Operation Management; Facility location, Types of Manufacturing Systems and Layouts, Layout Planning and Analysis.</p> <p>Unit - 2 Productivity Variables and Productivity Measurement, Production Planning and Control, Mass Production, Batch Production, Job Order Manufacturing, Product Selection, Product Design and Development, Process Selection, Capacity planning.</p> <p>Unit - 3 Scheduling, Maintenance Management Concepts, Work Study, Method Study, Work Measurement, Work Sampling, Work Environment, Industrial Safety,</p> <p>Unit - 4 An Overview of Material Management, Determination of Material Requirement, Purchase Management, Store Management, Logistics management, Material Planning and Inventory management, JIT, Safety Management.</p> <p>Unit - 5 Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, ISO standards and their Importance, Introduction to re-engineering, value reengineering.</p>
References:	<ol style="list-style-type: none"> <li>1. Adam &amp; Ebert. 2006. Production and Operations Management: Concepts, Models and Behaviour.5th Ed. Prentice Hall of India.</li> <li>2. Buffa ES. 2008. Modern Production/Operations Management. Wiley India.</li> <li>3. Stevenson WJ. 2005. Operations Management. Tata McGraw Hill.</li> </ol>
Course Outcomes	<ol style="list-style-type: none"> <li>1. Inculcate process design skills, inventory management and capacity management through circulation quality study material</li> <li>2. Develop the skill of facility layout and locational planning through circulation quality study material</li> </ol>



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	<ol style="list-style-type: none"> <li>3. Inculcate scheduling and sequencing techniques through circulation quality study material</li> <li>4. Understanding the concept of productivity and process management through case study materials</li> <li>5. Inculcate the knowledge relate to quality management through circulation quality study material</li> </ol>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	3	2	3	3	3	2
<b>CO3</b>	3	2	3	3	3	3	3	2	2	2	3
<b>CO4</b>	3	2	3	3	3	3	3	3	3	3	2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.6	2.8	3.0	2.8	3.0	2.8	2.4	2.8	2.6	2.6



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Course code	ABM 511
Course title	Research methodology in business management
Course credit	3 (3+0)
Teaching per Week	3 hrs
Course Objective (CO)	The objective of this course is to develop an understanding of research methodology. The focus will be on process and techniques of research.
Course Content	<p>Unit 1 Meaning, Course Objective, types, and process of research; research methodology in management- exploratory, descriptive, experimental, diagnostic, Problem formulation, setting of Course Objective, formulation of hypotheses.</p> <p>Unit 2 Scales of measurement - nominal, ordinal, interval, ratio, Likert scale and other scales; Primary and secondary data, sources of data, instruments of data collection, data editing, classification, coding, validation, tabulation, presentation, analysis.</p> <p>Unit 3 Concept of Sampling, Probability and non-probability sampling techniques including Simple Random Sampling, Stratified Sampling, Multi-stage Sampling, Systematic Sampling, Purposive Sampling, Quota sampling, judgment sampling, and convenience sampling, sample size determination, sampling and non-sampling errors.</p> <p>Unit 4 Role and uses of quantitative techniques in business decision making, Use of Equations, Use of Determinants and Matrices in business decisions, Frequency Distribution, Measures of Central Tendency, Measures of Variation, Skewness and Kurtosis, Simple, partial, and multiple correlation, rank correlation, simple and multiple regression, Discriminant and dummy variable analysis.</p> <p>Unit 5 Index Numbers, Hypothesis testing, ANOVA, Factor analysis, cluster analysis, conjoint analysis, multi-dimensional analysis etc, Report writing: Types of report, essentials and contents of good report writing.</p>
References:	<ol style="list-style-type: none"> <li>1. Cooper DR &amp; Schindler PS. 2006. Marketing Research Concepts and Cases. Tata McGraw Hill.</li> <li>2. Green PE, Tull DS &amp; Albaum G. 1998. Research for Marketing Decisions. Prentice Hall of India.</li> <li>3. Kothari CR. 1989. Research Methodology. Wiley Eastern.</li> <li>4. Wilkinson &amp; Bhandarker 1989. Research Methods in Social Sciences. Himalaya Publ. House.</li> </ol>
Course Outcomes	<p>CO1: Understanding Research Frameworks: Students will comprehend various research methodologies, frameworks, and approaches utilized in business management research, including qualitative, quantitative, mixed-methods, case studies, and action research.</p> <p>CO2: Application of Research Tools: Develop proficiency in using research tools and software for data collection, analysis, and interpretation.</p>



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CO3: Critical Analysis and Synthesis: Students will cultivate the ability to critically analyze research literature, synthesize information from various sources, and identify gaps or opportunities for new research in the field of business management.

CO4: Research Proposal Development: Gain the expertise to formulate a comprehensive and methodologically sound research proposal in the area of business management.

CO5: Effective Communication of Research Findings: This includes developing academic writing abilities for research papers and articulating research outcomes in a manner suitable for various audiences, such as academic, business, or laypersons.

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	3	2	3	3	3	2
<b>CO3</b>	3	3	3	2	2	2	3		2	3	3
<b>CO4</b>	3	2	3	3	3	3	3	3	3		2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.8	2.8	2.8	2.6	2.8	2.8	2.5	2.8	2.8	2.6



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Course code	ABM- 512
Course title	Project management and entrepreneurship development
Course credit	2 (2+0)
Teaching per Week	2 hrs.
Course Objective (CO)	This course aims at providing student an insight into the nature of small scale industry. They will be exposed to various aspects of establishment and management of a small business unit.
Course Content	<p>Unit 1 Concept, characteristics of projects, types of projects, project identification, and Project's life cycle. Project feasibility- market feasibility, technical feasibility, financial feasibility, and economic feasibility, social cost-benefit analysis, project risk analysis.</p> <p>Unit 2 Network Methods: Meaning, Network Analysis, Critical Path Method (CPM), Programme Evaluation and Review Technique (PERT), Project scheduling and resource allocation. Financial appraisal/evaluation techniques- 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.</p> <p>Unit 3 Concept of Agri Entrepreneurship: Objective, Introduction to agri entrepreneurship, Entrepreneurial Development Models, Successful Models in Agro Entrepreneurship Intrapreneur, Development of women entrepreneurship with reference to SHGs, Social entrepreneurship.</p> <p>Unit 4 Creativity, Innovation and Agro Entrepreneur: Inventions and Innovation, The Environment and Process of Creativity, Creativity and the Entrepreneur, Innovative Approaches to Agro Entrepreneurship, Business Incubation, Steps and Procedure to start a new business, Business Opportunities in different field of Agriculture and Allied Sectors.</p> <p>Unit 5 Sources of Financing, Structure and Government Policy Support: Estimating Financial Requirements, Preparation of Detail Project Report, Project Appraisal, Sources of Long- Term Financing, Working Capital Financing, Venture Capitalist, Finance from Banking Institutions, Industrial Policy Resolutions in India, Incentives and Subsidies, Schemes for Incentives, Government Organisations like SIDO, DIC, KVIC, NSIC, SIDBI, NABARD and their role, Sick Industries and their Up gradation policy measures.</p>
References:	<ol style="list-style-type: none"> <li>1. Arora, R. and Sood, S.K., Fundamentals of Entrepreneurship and Small Business Management. Kalyani Publishers, Ludhiana.</li> <li>2. Desai, Vasant, 2016, Business Planning and Entrepreneurial Management, Himalaya Publishing House, Mumbai.</li> </ol>



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	<ol style="list-style-type: none"> <li>3. Ramachandaran, K., Managing a New Business Successfully. Global Business Press, New Delhi. Shukla, M.B., Entrepreneurship and Small Business Management. Kitab Mahal. New Delhi.</li> <li>4. Dandekar, V. M. and Sharma, V. K., 2016, Agri-Business and Entrepreneurship Development. Manglam Publications, New Delhi.</li> <li>5. T W Zimmerer, N M Scarborough. Essentials of Entrepreneurship and small Business Management, 5<sup>th</sup> Edition, PHI Learning Pvt Ltd</li> <li>6. Panigrahi S.R. &amp; Singh B. 2017. Agro Entrepreneurship. Scientific Publishers (India)</li> </ol>
Course Outcomes	<p>CO1: Understand the fundamentals of project management</p> <p>CO2: Understand the fundamentals Concept of Agri Entrepreneurship and different models of Agri Entrepreneurship</p> <p>CO3: Network Methods: Meaning, Network Analysis, Critical Path Method (CPM), Programme Evaluation and Review Technique (PERT), Project scheduling and resource allocation.</p> <p>CO4: Develop a understanding of agri entrepreneurship opportunities and challenges</p> <p>CO5: Understand the method of developing a agri based venture through the support system available in the Indian scenario</p>

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	3	2	3	3	3	2
<b>CO3</b>	3	2	3	3	3	3	3	2	2	2	3
<b>CO4</b>	3	2	3	3	3	3	3	3	3	3	2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.6	2.8	3.0	2.8	3.0	2.8	2.4	2.8	2.6	2.6



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Course code	ABM 513
Course title	Computers for managers
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The course objective is to acquaint the students with the knowledge and use of computers and simple applications of computers in managerial decisions. Effort will also be made to provide them an orientation about the increasing role of computers in corporate/business world.
Course Content	<p>Unit 1 Concept of Computers- Brief History of Computers, Generation and Its Evolution, Characteristics of Computers, Hardware and Software, introduction to computer languages, Main Areas of Computers and their Applications; Types of Computers – Analog, Digital, Hybrid, General Purpose and Special Purpose Computers, Micro Computers, Mini-Computers, Main-frame Computers, and Super Computers.</p> <p>Unit 2 Input-Output Devices, Storage Units (Disks, CD-ROM, DVD-ROM, Blue Ray Disk and tapes), Memory Types (Cache, RAM, ROM), Memory Units, Generation and types of Microprocessor.</p> <p>Unit 3 Data and Information – Data Definition, Data Processing Systems, Data Type Numeric, Alphabetic, Audio, Graphic, and Video and Their Presentation; Data Processing- Introduction to Data Processing, Computer as a Tool For Data Processing, Data Processing Cycle, Data Processing Techniques, Data Analysis, Data Inputs and Outputs, Data Processing Management, ,Data Security.</p> <p>Unit 4 Introduction to Operating Systems, MS Windows, and UNIX, MS Office (MS Word, MS Power Point, MS Excel, MS-Access and use of various management software’s Like SPSS.</p> <p>Unit 5 Introduction to LAN, WAN, MAN, internet and search engines; Introduction to agri-portals like agriwatch.com, agmarknet.nic.in, echaupal.com</p>
References:	<ol style="list-style-type: none"> <li>1. Lucas. 2004. Information Technology for Management. McGraw Hill.</li> <li>2. Norton P. 1998. Introduction to Computers. 2<sup>nd</sup> Ed. Tata McGraw Hill.</li> <li>3. Rajaraman V. 2006. Introduction to Information Technology. Prentice Hall of India.</li> </ol>
Course Outcomes	<p>CO1: Fundamental Computer Knowledge: Create basic understanding of computer hardware, software, and operating systems, enabling them to navigate and utilize computer systems effectively.</p> <p>CO2: Software Proficiently: Practical exposure using business software such as Microsoft Office and other relevant tools, empowering them to efficiently manage business-related tasks and documentation.</p> <p>CO3: Technical Trends: Acquire an awareness of emerging trends and its impacts in the business for their future professional endeavours.</p> <p>CO4: Managerial Decision: Develop practical skills in utilizing computers for managerial decision-making, including data analysis, project management, and the effective use of business software tools.</p>



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CO5: Role of Computer in Business: Develop comprehensive orientation to growing significance of the computer in corporate / business world including insights into current trends.

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	2	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	2	3	3	3		2
<b>CO3</b>	3	2	3	2	3	3		2	2	2	3
<b>CO4</b>	3	2	3	3	3	3	3	3	3	3	
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.4	2.8	2.8	2.8	2.8	3.0	2.4	2.8	2.5	2.8



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Course code	ABM 514
Course title	Management information system
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The objective of this course is to develop an understanding and utility of MIS. The focus will be on imparting knowledge of the basic concepts, development, functions and usage of MIS.
Course Content	<p>Unit 1 The concept of MIS – Definition, importance, Course Objective, pre-requisites, advantages and challenges; Information Needs of organization, MIS and Decision – Making.</p> <p>Unit 2 Types/Classification of Information System for organizations - Office Automation Systems, Transaction Processing Systems, Decision Support System, Executive Support System, Knowledge Based Expert System.</p> <p>Unit 3 Applications of MIS in the areas of Human Resource Management, Financial Management, Production/Operations Management, Materials Management, Marketing Management.</p> <p>Unit 4 Development of MIS for an organization – The concept and stages of System Development Life Cycle.</p> <p>Unit 5 Information Technology– concept, applications, advantages and pre-requisites, Choice of Information Technology, Social and Legal Dimension of IT.</p>
References:	<p>1. James O'Brien 1999. Management Information System. Tata McGraw-Hill.</p> <p>2. Laudon &amp; Laudon. 2003. Management Information System. Pearson Edu.</p>
Course Outcomes	<p>CO1: Concepts of MIS: The fundamental principles and the theory aspects from foundation of MIS. It includes data, information, knowledge, databases, etc.</p> <p>CO2: Understanding of MIS: It involves the conceptual grasps of MIS with its purposes. It covers various types of MIS used into the broader organizational context.</p> <p>CO3: Applications of MIS: Based on the various functions that MIS performs within an organisations, there are various application areas where MIS can be used.</p> <p>CO4: Development of MIS: It could involve looking at how MIS supports processes including data collection, data processing, data storage and dissemination of information. It explores how MIS evolves and is developed within the organizations.</p> <p>CO5: Usage of MIS: Practical implantation is a key focus of MIS. It may learn how to leverage MIS to improve decision-making, enhance organizational efficiency and achieve strategic objectives.</p>

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
CO1	2	3	3	3	3	3	3	2	3	2	3
CO2	2	3	3	3	2	2	3	3	3	3	2



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<b>C03</b>	3		2	2	2	3	3	3	2	2	3
<b>C04</b>	3	2	3	2	3	3	2	2	2	2	2
<b>C05</b>	3	3	3	3	3	3	3	2			
<b>Avg.</b>	2.6	2.8	2.8	2.6	2.6	2.8	2.8	2.4	2.5	2.3	2.5



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Course code	ABM 515
Course title	Operations research
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The objective of this course is to acquaint the learner with the applications of some important Operations Research techniques. Focus will be on understanding the use of these techniques in solving business problems.
Course Content	<p>Unit 1 Linear Programming: Objective, Assumptions, Formulation of Linear Programming Problem, Graphic Method, Simplex method, Transportation and Assignment Problems.</p> <p>Unit 2 Inventory control Models: Costs Involved in Inventory Management, Types of Inventory, Economic Order Quantity (EOQ) Model, Continuous Review (Q) System, Periodic Review (P) System, Hybrid System, and Simulation.</p> <p>Unit 3 Waiting Line Models: Waiting Line Problem, Characteristics of a Waiting- Line System, Single- Channel Model, Multiple-Channel Model, Constant-Service Time Model, Finite Population Model, Sequencing and Replacement models.</p> <p>Unit 4 Decision making under Risk and uncertainties, Decision problem, Maximax Criterion, Maximin Criterion, Minimax Regret Criterion, Laplace Criterion, Pay off Tables, Decision Trees, Expected Value of perfect Information.</p> <p>Unit 5 Game Theory - Two -Person Zero-Sum Game, Simulation, Network analysis – PERT &amp; CPM.</p>
References:	<ol style="list-style-type: none"> <li>1. Cook TM &amp; Russell RA. 1989. Introduction to Management Science. Prentice Hall.</li> <li>2. Taha HA. 2005. Operations Research - An Introduction. Prentice Hall.</li> <li>3. Vohra ND. 2006. Quantitative Techniques in Management. McGraw Hill.</li> <li>4. Wagner HM. 2005. Principles of Operation Research. Prentice Hall.</li> </ol>
Course Outcomes	<p>CO1: Problem-Solving Skills: Students will be able to identify, formulate, and solve optimization and decision-making problems within business contexts.</p> <p>CO2: Analytical Decision-Making: Students will be able to make data-driven decisions by evaluating alternative scenarios, assessing trade-offs, and recommending optimal solutions to improve operational efficiency, resource allocation, and performance in various business scenarios.</p> <p>CO3: Application of Advanced Techniques: This outcome involves applying sophisticated optimization algorithms, sensitivity analysis, network modeling, and other relevant techniques to address real-world business challenges.</p> <p>CO4: Integration with Business Strategy: Students will learn to integrate quantitative modeling and analysis techniques with strategic planning, considering factors like risk management, resource constraints, and market dynamics to enhance organizational performance and competitiveness.</p>



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CO5: Communication and Implementation: Students will learn to present complex quantitative analyses in a clear and understandable manner, facilitating successful implementation of solutions within organizational structures.

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	2	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	3	2	3	3	3	2
<b>CO3</b>	3	2	3	2	2	2	3	3	2	3	3
<b>CO4</b>	3	2	3	2	3	3	3	3	3	2	2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.6	2.6	2.8	2.6	2.6	2.8	2.8	2.6	2.8	2.6	2.6



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Course code	ABM 516
Course title	Rural Marketing
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	To objective of this course is to develop understanding regarding issues in rural markets like marketing environment, consumer behaviour, distribution channels, marketing strategies, etc.
Course Content	<p>Unit 1 Concept and scope of rural marketing, nature and characteristics of rural markets, potential of rural markets in India, rural communication and distribution.</p> <p>Unit 2 Environmental factors - socio-cultural, economic, demographic, technological and other environmental factors affecting rural marketing.</p> <p>Unit 3 Rural consumer's behaviour - behavior of rural consumers and farmers; buyer characteristics and buying behaviour; Rural v/s urban markets, customer relationship management, rural market research.</p> <p>Unit 4 Rural marketing strategy - Marketing of consumer durable and non-durable goods and services in the rural markets with special reference to product planning; product mix, pricing Course Objective, pricing policy and pricing strategy, distribution strategy.</p> <p>Unit 5 Promotion and communication strategy - Media planning, planning of distribution channels, and organizing personal selling in rural market in India, innovation in rural marketing.</p>
References:	<ol style="list-style-type: none"> <li>1. Krishnamacharyulu C &amp; Ramakrishan L. 2002. Rural Marketing. Pearson Edu.</li> <li>2. Ramaswamy VS &amp; Nanakumari S. 2006. Marketing Management. 3rd Ed. MacMillan Publ.</li> <li>3. Singh AK &amp; Pandey S. 2005. Rural Marketing. New Age.</li> <li>4. Singh Sukhpal. 2004. Rural Marketing. Vikas Publ. House.</li> </ol>
Course Outcomes	<p>CO1: Rural Marketing Realities: Understanding the concept and scope of rural marketing, recognizing the unique nature and characteristics of rural markets, exploring the vast potential within rural markets in India, and adeptly managing rural communication and distribution channels are pivotal for successful engagement in rural marketing endeavors.</p> <p>CO2: Rural Marketing Resilience: Navigating the socio-cultural, economic, demographic, technological, and other environmental factors influencing rural markets is crucial for devising resilient and effective marketing strategies tailored to the dynamic rural landscape.</p> <p>CO3: Rural Consumer Dynamics: Understanding rural consumer and farmer behavior, discerning buyer characteristics and purchasing patterns, distinguishing rural from urban markets, implementing effective customer relationship management, and conducting thorough rural market research are key for navigating and thriving in rural consumer landscapes.</p>



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CO4 Strategic Rural Market Penetration: Formulating effective rural marketing strategies, emphasizing the marketing of consumer durable and non-durable goods and services, entails specialized considerations in product planning, product mix, pricing objectives, policies, and strategies, as well as a well-thought-out distribution strategy tailored to the unique dynamics of rural markets.

CO5 Rural Promotion Process: Crafting successful promotion and communication strategies in rural India involves adept media planning, meticulous distribution channel planning, organized implementation of personal selling, and a commitment to innovation in rural marketing methodologies for impactful outreach and engagement.

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	3	2	3	3	3	2
<b>CO3</b>	3	3	3	2	2	2	3		2	3	3
<b>CO4</b>	3	2	3	3	3	3	3	3	3		2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.8	2.8	2.8	2.6	2.8	2.8	2.5	2.8	2.8	2.6



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Course code	ABM 517
Course title	Agricultural marketing management
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	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 Content	<p>Unit 1 Meaning and scope, agricultural marketing and economic development; Agricultural market structure – meaning, components and dynamics of market structure; marketing strategy – meaning &amp; significance, formulation of marketing strategy; agribusiness marketing environment, design of marketing mix, market segmentation and targeting, determinants of consumer’s behaviour.</p> <p>Unit 2 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.</p> <p>Unit 3 Pricing policies and practice for agribusiness - determinants of price, objectives of pricing policies and pricing methods.</p> <p>Unit 4 Promotional management - advertising planning and execution; sales promotion; grading and standardization.</p> <p>Unit 5 Distribution management - storage and warehousing and transportation management for agricultural products; marketing agencies/intermediaries – roles and functions; distribution channels involved in agribusiness.</p>
References:	<ol style="list-style-type: none"> <li>1. Acharya SS &amp; Agarwal NL. 2004. Agricultural Marketing in India. 4th Ed. Oxford &amp; IBH.</li> <li>2. Kohls RL &amp; Uhj JN. 2005. Marketing of Agricultural Products. 9th Ed. Prentice Hall.</li> <li>3. Kotler P. 2002. Marketing Management – Analysis, Planning, Implementation and Control. Pearson Edu.</li> <li>4. Krishnamacharyulu C &amp; Ramakrishan L. 2002. Rural Marketing. Pearson Edu.</li> <li>5. Ramaswamy VS &amp; Nanakumari S. 2002. Marketing Management. 2nd Ed. Mac Millan India</li> </ol>
Course Outcomes	<p>CO1: Agricultural Marketing Mastery: Grasping the meaning and scope, recognizing the role in economic development, understanding the structure and dynamics, formulating effective marketing strategies, navigating the agribusiness environment, designing impactful marketing mixes, and considering market segmentation and determinants of consumer behavior are key learnings for mastering agricultural marketing.</p> <p>CO2: Strategic Product Management: Effectively navigating the product management process, making informed decisions, understanding the significance</p>



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and classification of new products, managing the stages and estimating demand in new product development, and acknowledging the nuances of product life cycles are pivotal for strategic product management success.

CO3 Agribusiness Pricing Proficiency: Mastering pricing policies and practices in agribusiness involves recognizing determinants of price, defining clear objectives for pricing policies, and employing effective pricing methods tailored to the dynamic and unique aspects of the agricultural industry.

CO4 Integrated Promotional Excellence: Achieving promotional management proficiency entails adept planning and execution of advertising strategies, strategic implementation of sales promotion initiatives, and the establishment of effective grading and standardization practices to enhance market reach and impact.

CO5 Agribusiness Distribution Mastery: Navigating distribution management involves optimizing storage, warehousing, and transportation for agricultural products, understanding the roles and functions of marketing agencies/intermediaries, and strategically managing distribution channels to ensure efficient and effective flow within the agribusiness supply chain.

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	3	2	3	3	3	2
<b>CO3</b>	3	2	3	3	3	3	3	2	2	2	3
<b>CO4</b>	3	2	3	3	3	3	3	3	3	3	2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.6	2.8	3.0	2.8	3.0	2.8	2.4	2.8	2.6	2.6



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Course code	ABM 518
Course title	FOOD TECHNOLOGY AND PROCESSING MANAGEMENT
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The objective of this course is to acquaint the students with different food processing techniques and their management.
Course Content	<p>Unit 1 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.</p> <p>Unit 2 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.</p> <p>Unit 3 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.</p> <p>Unit 4 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.</p>
References:	<ol style="list-style-type: none"> <li>1. Acharya SS &amp; Aggarwal NL. 2004. Agricultural Marketing in India. Oxford &amp; IBH.</li> <li>2. Early R. 1995. Guide to Quality Management Systems for Food Industries. Blackie.</li> <li>3. Jelen P. 1985. Introduction to Food Processing. Reston Publishing.</li> <li>4. Potly VH &amp; Mulky MJ. 1993. Food Processing. Oxford &amp; IBH.</li> </ol>
Course Outcomes	<p>CO1: Basic Understanding of Processing Students will demonstrate comprehensive knowledge and understanding of food technology and processing principles.</p> <p>CO2: Market Opportunities Demonstrate the ability to identify market opportunities, innovate in product development, and communicate the value proposition of entrepreneurial initiatives.</p> <p>CO3: Business plan and Strategies Articulate business plans and strategies with clarity, emphasizing the entrepreneurial potential within the food processing industry.</p> <p>CO4: Global Trends and Challenges Understand and communicate global trends and challenges in the food technology and processing industry.</p> <p>CO5: Regulations and policies Students will be able to articulate the impact of international regulations, trade policies, and cultural preferences on food processing practices.</p>



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<b>Mapping between Cos, POs and PSOs</b>											
<b>CO</b>	<b>POs</b>					<b>PSOs</b>					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	2	3	3	3	3	3	2	3	2	3
<b>CO2</b>	3	3	3	3	2	2	3	3	3	3	2
<b>CO3</b>	3	2	3	2	3	3	3	2	2	2	3
<b>CO4</b>	3	2	3	3	3	2	2	3	3	3	2
<b>CO5</b>	3	3	2	3	2	3	3	2	3	3	3
<b>Avg.</b>	3.0	2.4	2.8	2.8	2.6	2.6	2.8	2.4	2.8	2.6	2.6



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Course code	ABM 519
Course title	Fertilizer Technology & Management
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The objective of this course is to acquaint the students with the latest advances in fertilizer technology management.
Course Content	<p>Unit 1 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.</p> <p>Unit 2 The raw material needed and principles of manufacturing of nitrogenous, phosphatic, and potassic fertilizers, secondary nutrient sources, and micro-nutrient formulations.</p> <p>Unit 3 Production efficiency, capacity utilization; quality control, and legal aspects- fertilizer control order.</p> <p>Unit 4 Testing facilities; constraints in fertilizer use and emerging scenario of fertilizer use; assessment of demand and supply of different fertilizers; fertilizer distribution; fertilizer storage.</p> <p>Unit 5 Field trials and demonstration, fertilizer pricing policy; scope of bio-fertilizer; environmental pollution due to fertilizer use.</p>
References:	<ol style="list-style-type: none"> <li>1. Brady NC &amp; Weil RR. 2002. The Nature and Properties of Soils. 13<sup>th</sup> Ed. Pearson Edu.</li> <li>2. Fertilizer Control Order (different years). Fertilizer Association of India, New Delhi.</li> <li>3. Fertilizer Statistics (different years). Fertilizer Association of India, New Delhi</li> <li>4. Indian Journal of Fertilizers (different years). Fertilizer Association of India, New Delhi.</li> <li>5. San Chilli V. 1960. Chemistry and Technology of Fertilizers. American Chemical</li> <li>6. Soc. Monograph Series. Reinhold Publ. Corp.</li> <li>7. Tisdale SL, Nelson WL, Beaton JD &amp; Havlin JL. 2002. Soil Fertility and Fertilizers. 5<sup>th</sup> Ed. Prentice Hall.</li> </ol>
Course Outcomes	CO1: Understanding Fertilizer Production Processes: Grasp the fundamental principles and technologies involved in the production of



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	<p>various types of fertilizers, including chemical, organic, and specialized formulations.</p> <p>CO2: Analyzing Market Trends: Evaluate global and local market trends, demand-supply dynamics, and economic factors influencing the fertilizer industry, enabling effective decision-making and strategy development.</p> <p>CO3: Environmental Impact Assessment: Assess the environmental impact of fertilizer production, distribution, and application, considering sustainability, ecological concerns, and regulatory compliance.</p> <p>CO4: Optimizing Fertilizer Application: Learn techniques to optimize the application of fertilizers in different agricultural contexts, considering soil types, crop needs, and environmental sustainability.</p> <p>CO5: Supply Chain Management: Understand the intricacies of fertilizer supply chains, including procurement, logistics, distribution, and inventory management, to ensure efficient operations.</p>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	2	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	2	3	3	3		2
<b>CO3</b>	3	2	3	2	3	3		2	2	2	3
<b>CO4</b>	3	2	3	3	3	3	3	3	3	3	
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.4	2.8	2.8	2.8	2.8	3.0	2.4	2.8	2.5	2.8



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Course code	ABM 520
Course title	Management of Agro Chemical Industry
Course credit	2 (2+0)
Teaching per Week	2
Course Objective (CO)	To familiarize the students with the agrochemicals, their structure, classification and development and also how to manage the agro-chemical industries.
Course Content	<p>Unit 1 Agro-chemicals: Definition and classification; Basic knowledge of agro-chemicals; role and status of agro-chemical industry in India; Pesticides – Classification and Introduction, knowledge of different pesticides.</p> <p>Unit 2 Insecticides – Definition and classification based on (a) Mode of Entry (b) Mode of Action and (c) Chemical Structure with example; Insecticidal formulation; preliminary knowledge of mode of action of insecticides; knowledge of plant protection equipments.</p> <p>Unit 3 Fungicides – Classification and preliminary knowledge of commonly used fungicides; Biomagnifications of pesticides and pesticidal pollution.</p> <p>Unit 4 Introductory knowledge about development of agro-chemicals; Insecticidal poisoning, symptoms and treatment; Main features of Insecticide Act.</p> <p>Unit 5 Directorate of Plant Protection, Quarantine and Storage – A brief account of its organizational set up and functions; IPM Concept – Bio-pesticides – Plant products.</p>
References:	<ol style="list-style-type: none"> <li>1. Dhaliwal GS, Singh R &amp; Chhillar BS. 2006. Essentials of Agricultural Entomology. Kalyani.</li> <li>2. Hayes WT &amp; Laws ET. 1991. Hand Book of Pesticides. Academic Press.</li> <li>3. Matsumura F. 1985. Toxicology of Insecticides. 2<sup>nd</sup> Ed. Plenum Publ.</li> <li>4. Rajeev K &amp; Mukherjee RC. 1996. Role of Plant Quarantine in IPM. Aditya Books.</li> </ol>
Course Outcomes	<p>CO1: Agrochemical industry is a very vast field and deals with production and distribution of pesticides and fertilizers to increase the crop yields.</p> <p>CO2: they are highly important in obtaining increased yields as these are necessary to prevent pests and diseases in the field. Supplying adequate plant nutrients is essential for the healthy growth and production capacity of plants, thereby catering to the increased food supply.</p>



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CO3: Agrochemicals are crucial to the agriculture sector because they help farmers increase both the quality and quantity of their crops. The agrochemicals includes fertilizers, pesticides, herbicides, and other chemicals used to enhance crop yields and protect crops from pests and diseases.

CO4: Integrated Pest Management (IPM) is an eco-friendly approach which aims at keeping pest population at below economic threshold levels by employing all available alternate pest control methods and techniques such as cultural, mechanical and biological with emphasis on use of bio-pesticides and pesticides of plant-origin like neem formulations. The use of chemical pesticides is advised as a measure of last resort when pest population in the crop crosses economic threshold levels (ETL).

CO:5: One of the key short-coming of this act is that it is mainly pertinent to insecticides as the name suggests and the powers invested in the state are quite negligible in comparison. The act controls the import, manufacture, sale, transport, distribution and use of insecticides with a view to preventing risk to humans and animals, and for other matters connected therewith. Significantly, the legislation does not explicitly recognise environmental hazards of pesticides or the threat they pose to biodiversity.

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	2	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	3	2	3	3	3	2
<b>CO3</b>	3	2	3	2	2	2	3	3	2	3	3
<b>CO4</b>	3	2	3	2	3	3	3	3	3	2	2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.6	2.6	2.8	2.6	2.6	2.8	2.8	2.6	2.8	2.6	2.6



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Course code	ABM 521
Course title	Farm business management
Course credit	2 +0
Teaching per Week	2 hr
Course Objective (CO)	To acquaint the students with the basic principles of farm management dealing with the analysis of farm resources having alternatives within the framework of resource restrictions
Course Content	<p>Unit - 1 Nature, scope, characteristics and role of farm business management; farm management decisions; farm management problems.</p> <p>Unit - 2 Principles of farm management decisions – principle of variable proportion, cost principle, principle of factor substitution, law of equi-marginal returns, opportunity cost principle, etc.</p> <p>Unit - 3 Tools of farm management and farm business analysis - farm planning and budgeting; Farm records and accounts, types and problems in farm records and accounts, net worth statement, farm efficiency measures.</p> <p>Unit - 4 Management of farm resources – Land, Labour, Farm machinery, Farm building, etc.</p> <p>Unit - 5 Risk and uncertainty in farming -sources of uncertainty in farming, management strategy to counteract uncertainty and decision making process in farm business management under risks and uncertainty</p>
References:	<ol style="list-style-type: none"> <li>1. Heady EO &amp; Jensen H. 1960. Farm Management Economics. Prentice Hall.</li> <li>2. Johl SS &amp; Kapoor TR. 1973. Fundamentals of Farm Business Management. Kalyani Publ.</li> <li>3. Kahlon AS &amp; Singh K. 1992. Economics of Farm Management in India. Allied Publ.</li> <li>4. Panda SC. 2007. Farm Management &amp; Agricultural Marketing. Kalyani Publ</li> </ol>
Course Outcomes	<ol style="list-style-type: none"> <li>1. Risk Assessment of farming communities through case study methods</li> <li>2. Inculcate strategic planning skills through case study methods</li> <li>3. Develop entrepreneurial mindset among stakeholders through case study methods</li> <li>4. Develop problem solving skills among students through case study methods</li> <li>5. Utilisation of limited resources for the welfare of farming communities in an efficient way through case study methods</li> </ol>



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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	2	3	3	3	2	3	3	3
<b>CO2</b>	2	3	3	3	2	3	3	3	3	3	2
<b>CO3</b>	3	2	3	2	3	3	3	3	2	2	3
<b>CO4</b>	3	2	3	3	3	2	2	3	3	3	3
<b>CO5</b>	3	3	2	3	2	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.6	2.8	2.6	2.6	2.8	2.8	2.6	2.8	2.8	2.8



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Course code	ABM 522
Course title	Seed production and technology management
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	To apprise students regarding principles and efficient management of seed production technology.
Course Content	<p>Unit 1 Seed Technology – Role of Seed Technology, its Course Objective and goal, Seed Industry in India, National Seed Corporation – Tarai Seed Development Corporation, State Seed Corporations, National Seed Project and State Farms and their role.</p> <p>Unit 2 Development and Management of Seed Programmes – Seed Village Concept, Basic Strategy of Seed Production and Planning and Organization of Seed Programme; Types of Seed Programme – Nucleus seed, Breeders seed, Foundation seed and Certified seed etc.</p> <p>Unit 3 Maintenance of genetic purity – Minimum seed certification standard and Management of breeders &amp; Nucleus seed; Management of seed testing laboratory and research and development.</p> <p>Unit 4 Management of seed processing plant, seed storage management; seed packaging and handling.</p> <p>Unit 5 Seed Marketing; GM Crop seed, IPR, PBR, Patents and related issues and their impact on developing countries; Statutory intervention in the seed industry; Seed legislation and seed law enforcement, Seed act; Orientation and visit to seed production farms, seed processing Units, NSC, RSSC, RSSCA and seed testing laboratories.</p>
References:	<ol style="list-style-type: none"> <li>1. Agrawal RL. 1997. Seed Technology. Oxford &amp; IBH.</li> <li>2. Desai BB, Katecha PM &amp; Salunkhe DK. 1997. Seed Handbook: Biology, Production, Processing and Storage. Marcel Dekker.</li> <li>3. Kelly A. 1988. Seed Production of Agricultural Crops. Longman.</li> <li>4. McDonald MB Jr. &amp; Copeland LO. 1997. Seed Production: Principles and Practices. Chapman &amp; Hall.</li> <li>5. Thompson JR. 1979. An Introduction to Seed Technology. Leonard Hill</li> </ol>
Course Outcomes	<p>CO1: Understanding Seed Industry Dynamics: Gain insight into the global seed industry, including market trends, regulations, and technological advancements impacting seed production and distribution.</p> <p>CO2: Strategic Seed Production Planning: Develop skills to formulate and execute strategic plans for seed production, covering aspects such as crop selection, breeding techniques, seed quality assurance, and inventory management.</p> <p>CO3: Financial Management in Seed Production: Explore the financial aspects of seed production, including cost analysis, budgeting, pricing strategies, and revenue forecasting, to ensure economic viability and sustainability.</p> <p>CO4: Technological Innovations and Implementation: Examine emerging technologies and their application in seed production, including genetic</p>



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	<p>modification, precision agriculture, and automation, and learn how to integrate these innovations effectively.</p> <p>CO5: Ethical and Environmental Considerations: Understand the ethical implications and environmental impact of seed production practices. Explore sustainable approaches, biodiversity conservation, and ethical considerations in genetically modified organisms (GMOs) within the seed industry.</p>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	3	2	3	3	3	2
<b>CO3</b>	3	3	3	2	2	2	3		2	3	3
<b>CO4</b>	3	2	3	3	3	3	3	3	3		2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.8	2.8	2.8	2.6	2.8	2.8	2.5	2.8	2.8	2.6



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Course code	ABM 523
Course title	Technology management for livestock products
Course credit	2 + 0
Teaching per Week	2 hr
Course Objective (CO)	To impart knowledge about management of livestock products, product development, quality control, preservation and marketing strategies for livestock products
Course Content	<p>Unit - 1 Present status of livestock products industry in India – dairy, meat poultry, skin, hides, wool, etc; Dairy Products- Manufacturing technologies of various dairy products and by-product utilization.</p> <p>Unit - 2 Meat and Poultry Products- Manufacturing technologies of meat and meat products, egg and poultry products; production processing and utilization of wool and animal by-products.</p> <p>Unit - 3 Plant Management- Production planning and control needs and techniques of production control, packaging, preservation and storage system for livestock products; transportation system for domestic markets and international markets.</p> <p>Unit - 4 Quality control measures during storage and transit; extent of losses during storage and transport, management measures to minimize the loss.</p> <p>Unit - 5 Marketing and distribution of animal products; quality standard for various products; environmental and legal issues involved</p>
References:	<ol style="list-style-type: none"> <li>1. Forrest JC. 1975. Principles of Meat Science. Freeman Publ.</li> <li>2. Gracey 1999. Thorntons Meat Hygiene. WB Saunders.</li> <li>3. Mountney GJ. Poultry Products Technology. 2nd Ed. AVI Publ.</li> <li>4. Ockerman &amp; Hansen. 2002. Animal Byproducts Processing and Utilization. CRC Publ.</li> <li>5. Pearson AM &amp; Gillett TA. 1996. Processed Meat. 3rd Ed. Chapman &amp; Hall.</li> <li>6. Robertson GL. 1993. Food Packaging Principles and Practices. Marcel Dekker.</li> <li>7. Stadelman W &amp; Cotterill OJ. 2002. Eggs Science and Technology. 4th Ed. CBS.</li> <li>8. Sukumar De 1980. Outlines of Dairy Technology. Oxford Univ. Press.</li> <li>9. Walstra et al. 2006. Dairy Science and Technology. 2nd Ed. Taylor &amp; Francis.</li> <li>10. Yadav 1993. Comprehensive Dairy Microbiology. Metropolitan Publ</li> </ol>



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Course Outcomes	<ol style="list-style-type: none"> <li>1. Understanding the livestock-based products and its utilisation through case study methods</li> <li>2. Inculcate the livestock-based technology for getting good value from the meat as a product through case study methods</li> <li>3. Understanding the plant management and planning for livestock products through case study methods</li> <li>4. Understanding the quality aspect of meat production through case study methods</li> <li>5. Understanding meat marketing and legal issues through case study methods</li> </ol>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	3	2	3	3	3	2
<b>CO3</b>	3	2	3	3	3	3	3	2	2	2	3
<b>CO4</b>	3	2	3	3	3	3	3	3	3	3	2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.6	2.8	3.0	2.8	3.0	2.8	2.4	2.8	2.6	2.6



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Course code	ABM 524
Course title	FRUIT PRODUCTION AND POST HARVEST MANAGEMENT
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	To impart knowledge regarding agro-techniques of fruit crops and their post-harvest management.
Course Content	<p>Unit 1 World production and horticulture in India; present status of the fruit industry in India and emerging scenario.</p> <p>Unit 2 Management of horticultural crops – establishing an orchard, basic cultural practices, regulation of flowering, fruiting and thinning, protection against insect-pest, weeds: pre and post-harvest management for quality and shelf life.</p> <p>Unit 3 Post-harvest management in horticulture- procurement management, important factors for marketing, standardization and quality control, packaging.</p> <p>Unit 4 Post-harvest management in horticulture- development of fruit-based carbonated drinks, development of dehydrated products from some important fruits, storage of pulp in pouches, essential oils from fruit waste, dehydrated fruits. Market structure and export potential of fruits.</p> <p>Unit 5 Problems in marketing of fruits, and government policy; quality standards for domestic and international trade.</p>
References:	<ol style="list-style-type: none"> <li>1. Chadha KL &amp; Pareek OP. 1993. Advances in Horticulture. Vols. I-IV. Malhotra Publ. House.</li> <li>2. Kader AA. 1992. Post-harvest Technology of Horticultural Crops. Univ. of California. Div. of Agri. &amp; Natural Resources.</li> </ol>
Course Outcomes	<p>CO1: Holistic Understanding Showcase a holistic understanding of post-harvest processes, including storage, transportation, and quality control</p> <p>CO2: Management of horticultural crops: Pre and Post-harvest management of horticultural crops</p> <p>CO3: Understanding the post- harvest processes: : Understanding areas critical to the fruit production and post-harvest industry, including quality assurance, supply chain management, and regulatory compliance.</p> <p>CO4: Preparation of Value added products and their export potential: Showcase a holistic understanding of post-harvest processes, including storage, transportation, and quality control,</p> <p>CO5: Issue in this sector: Articulate the impact of international regulations, market dynamics, and consumer preferences on fruit production and post-harvest practices</p>



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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	2	3	3	3	2	3	3	3
<b>CO2</b>	2	3	3	3	2	3	3	3	3	3	2
<b>CO3</b>	3	2	3	2	3	3	3	3	2	2	3
<b>CO4</b>	3	2	3	3	3	2	2	3	3	3	3
<b>CO5</b>	3	3	2	3	2	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.6	2.8	2.6	2.6	2.8	2.8	2.6	2.8	2.8	2.8



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Course code	ABM 525
Course title	Farm power & machinery management
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	To acquaint the students with the farm mechanization status in the country and various techniques for farm machinery management and marketing.
Course Content	<p>Unit 1 Various sources of farm power, their availability and utilization; Course Objective, importance and present status, level and the scope of farm mechanization.</p> <p>Unit 2 Tractor and power tillage industry – model, make, capacity, production, present status and future prospects; concept of zero tillage.</p> <p>Unit 3 Farm machinery selection for different size of farm size and for different agro-climatic conditions; scheduling of farm operations for higher efficiencies, indices of machine performance.</p> <p>Unit 4 Cost analysis of operations using different implements, economic performance of machines, optimization of tractor implements system and transport of farm produce.</p> <p>Unit 5 Agricultural equipments industry – their production, marketing and constraints; establishment of agricultural engineering enterprises (agro service centers, etc.).</p>
References:	<ol style="list-style-type: none"> <li>1. Carville LA. 1980. Selecting Farm Machinery. Louisiana Coop. Extn. Service Publ.</li> <li>2. FAO 1984. Agricultural Engineering in Development: Selection of Mechanization. Agric. Service Bull.</li> <li>3. Hunt D. 1977. Farm Power and Machinery Management. Iowa State Univ. Press.</li> <li>4. Waters WK. 1980. Farm Machinery Management Guide. Pennsylvania Agric.</li> <li>5. Extn. Service Spl. Circular No. 1992.</li> </ol>
Course Outcomes	<p>CO1: Farm Mechanization Insight: Understanding various sources of farm power, assessing their availability and utilization, and recognizing the importance, present status, level, and scope of farm mechanization are pivotal for advancing agricultural practices towards efficiency and sustainability.</p> <p>CO2: Revolutionizing Agriculture with Tractors: Exploring the tractor and power tillage industry involves evaluating models, makes, capacities, production, and understanding the present status and future prospects, including the innovative concept of zero tillage for sustainable and efficient agricultural practices.</p> <p>CO3: Optimizing Agricultural Operations: Learnings encompass selecting farm machinery based on farm size and agro-climatic conditions, scheduling operations for enhanced efficiency, and utilizing indices of machine performance to achieve optimal and effective agricultural practices.</p>



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CO4: Economic Efficiency in Agriculture: Analyzing operation costs with diverse implements, evaluating the economic performance of machines, optimizing tractor-implement systems, and strategizing the transport of farm produce are crucial for enhancing overall economic efficiency in agricultural practices.

CO5: Agricultural Equipment Dynamics: Understanding the agricultural equipment industry involves examining production, marketing, and constraints, while learning the intricacies of establishing agricultural engineering enterprises, such as agro service centers, for a comprehensive perspective on the agricultural machinery sector.

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	2	3	3	3	2	3	3	3
<b>CO2</b>	3	3	3	3	2	2	3	3	2	3	2
<b>CO3</b>	3	3	3	3	3	3	3	3	2	2	3
<b>CO4</b>	3	2	2	3	3	3	2	3	3	3	3
<b>CO5</b>	3	3	3	2	2	3	3	2	3	3	3
<b>Avg.</b>	3.0	2.8	2.8	2.6	2.6	2.8	2.8	2.6	2.6	2.8	2.8



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Course code	ABM 526
Course title	International trade and sustainability governance
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	To impart knowledge to the students of international trade in agriculture and various provisions under WTO in the new trade regime.
Course Content	<p>Unit 1 International trade – basic concepts, WTO and its implications for Indian economy in general and agriculture sector in particular.</p> <p>Unit 2 TRIPS, TRIMS quotas, anti dumping duties, quantitative and qualitative restrictions, tariff and non-tariff measures, trade liberalization, subsidies, green and red boxes, issues for negotiations in future in WTO; CDMs and carbon trade.</p> <p>Unit 3 Importance of foreign trade for developing economy; absolute and comparative advantage, foreign trade of India.</p> <p>Unit 4 Composition of India's foreign trade policy; India's balance of payments; inter regional Vs international trade; tariffs and trade control; exchange rate; the foreign trade multiplier.</p> <p>Unit 5 Foreign demand, supply side analysis, opportunity cost, trade and factor prices, implications for developing countries, market entry methods, export procedures &amp; documentations.</p>
References:	<ol style="list-style-type: none"> <li>1. Chadha GK. 2003. WTO and Indian Economy. Deep &amp; Deep.</li> <li>2. Economic Survey of India. Ministry of Finance, Govt. of India. (various issues)</li> <li>3. HAU 2003. Refresher Course on Technological Interventions to Face WTO Challenges. AAREM &amp; HRD CCS HAU Hisar.</li> <li>4. Indian Journal of Agricultural Economics</li> <li>5. Vasisht AK &amp; Singh Alka. 2003. WTO and New International Trade Regime- Implication for Indian Agriculture. Advance Publ. Concept.</li> </ol>
Course Outcomes	<p>CO1: Understanding Global Trade Dynamics: Students will explore the dynamics of global markets, trade agreements, tariff policies, and regional trade blocs, gaining insights into their impact on businesses and economies.</p> <p>CO2: Sustainability Principles and Practices: Students will explore the relationship between trade policies, environmental sustainability, social responsibility, and economic development, analyzing the challenges and opportunities for businesses in adopting sustainable practices.</p> <p>CO3: Analyzing Trade Policy and Governance: This includes evaluating the role of international organizations (e.g., WTO, UNCTAD) in shaping trade regulations and fostering sustainability, as well as understanding the challenges related to fair trade, labor rights, and environmental protection.</p>



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CO4: Strategic Decision-Making for Sustainable Trade: Students will acquire the ability to develop strategic frameworks that align business interests with sustainability goals in the context of international trade.

CO5: Ethical Leadership and Responsible Business Practices: Students will learn to navigate ethical dilemmas, promote responsible decision-making, and advocate for sustainable trade practices in diverse cultural and international business environments.

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	2	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	2	3	3	3		2
<b>CO3</b>	3	2	3	2	3	3		2	2	2	3
<b>CO4</b>	3	2	3	3	3	3	3	3	3	3	
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.4	2.8	2.8	2.8	2.8	3.0	2.4	2.8	2.5	2.8



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Course code	ABM 527
Course title	Management of agri business cooperative
Course credit	2 (2+0)
Teaching per Week	2
Course Objective (CO)	To provide the students an understanding about the agribusiness cooperative organizations and their management
Course Content	<p>Unit - 1 Cooperative administration- a global perspective, ecology of cooperative administration, cooperative sector and economic development.</p> <p>Unit - 2 Cooperative management- nature, functions and purpose of cooperatives – procurement, storage, processing, marketing, process of cooperative formation, role of leadership in cooperative management.</p> <p>Unit - 3 The state and cooperative movement, effects of cooperative law in management, long range planning for cooperative expansion, policy making.</p> <p>Unit - 4 Human resource management, placement and role of board of directors in cooperative management.</p> <p>Unit - 5 Overview of agribusiness cooperative – credit cooperatives, cooperative marketing, dairy cooperative; financing agribusiness cooperative</p>
References:	<ol style="list-style-type: none"> <li>1. Akmat JS. 1978. New Dimensions of Cooperative Management. Himalaya Publ. House.</li> <li>2. Ansari AA. 1990. Cooperative Management Patterns. Anmol Publ.</li> <li>3. Sah AK. 1984. Professional Management for the Cooperatives. Vikas Publ. House</li> </ol>
Course Outcomes	<ol style="list-style-type: none"> <li>1. Imparting Cooperative principles in the mindset of students through case study methods</li> <li>2. Lead to social responsibility and sustainability in agriculture through case study methods</li> <li>3. Cooperative management is the best way to conflict resolution and resource allocation through case study methods</li> <li>4. Understanding the concept of laws in cooperative management and its administration through case study methods</li> <li>5. Inculcate the knowledge of cooperative principles across the sector through case study methods</li> </ol>

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	2	3	3	3	3	3	3	2	3	2	3



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<b>C02</b>	2	3	2	3	2	3	2	3	3	3	2
<b>C03</b>	3	2	3	2	2	2	3	3	2	3	3
<b>C04</b>	3	2	3	2	3	3	3	3	3	2	2
<b>C05</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.6	2.6	2.8	2.6	2.6	2.8	2.8	2.6	2.8	2.6	2.6



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Course code	ABM 528
Course title	Agribusiness Financial Management
Course credit	2 (2 + 0 )
Teaching per Week	2
Course Objective (CO)	To impart trainings to the students regarding various aspects of financial management for agribusiness.
Course Content	<p>Unit - 1 Importance, need and scope of financial management; classification and credit need in changing agriculture scenario; finance functions, investment financing; balance sheet, income statement, cash flow statement for agribusiness.</p> <p>Unit - 2 Financial planning and control – assessment of financial requirement of an agribusiness unit; leverage – concept of leverage, financial and operating leverage; factor affecting capital structure, features of an optimal capital structure.</p> <p>Unit - 3 Working capital management – concept and components of working capital, need for working capital in agribusiness, management of cash and accounts receivables, and inventory for agribusiness.</p> <p>Unit - 4 Capital budgeting - steps and concept of capital budgeting, appraisal criteria – payback period, average rate of return, net present value, benefit-cost ratio and internal rate of return.</p> <p>Unit - 5 Agri-business financing system in India - functioning of cooperative credit institutions, commercial banks, regional rural banks, NABARD, Agro-Industries Corporation, etc in agribusiness financing.</p>
References:	<ol style="list-style-type: none"> <li>1. Chandra P. 2000. Financial Management. Tata McGraw Hill.</li> <li>2. Khan MY &amp; Jain PK. 2004. Management Accounting. Tata McGraw Hill.</li> <li>3. Nelson AG &amp; Murrey WG. 1988. Agricultural Finance. Kalyani Publ.</li> <li>4. Pandey IM. 1997. Financial Management. Vikas Publ. House.</li> </ol>
Course Outcomes	<p>CO1. Financial Analysis: Students will be able to analyze financial statements of agribusiness firms, interpret financial ratios, and evaluate financial performance.</p> <p>CO2. Financial Planning and Budgeting: Students will be able to develop financial plans and budgets for agribusiness enterprises, integrating aspects such as production, marketing, and risk management to ensure financial sustainability.</p> <p>CO3. Investment Analysis: Students will be able to evaluate investment opportunities in the agribusiness sector, using appropriate investment analysis techniques and tools.</p>



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	<p>CO 4. Risk Management: Students will be able to identify and manage financial risks in agribusiness operations, using appropriate risk management strategies and tools.</p> <p>CO5. Financial Decision Making: Students will be able to make informed financial decisions in the context of agribusiness operations, considering factors such as profitability, liquidity, and solvency.</p>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	3	2	3	3	3	2
<b>CO3</b>	3	3	3	2	2	2	3		2	3	3
<b>CO4</b>	3	2	3	3	3	3	3	3	3		2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.8	2.8	2.8	2.6	2.8	2.8	2.5	2.8	2.8	2.6



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Course code	ABM 529
Course title	Food retail management
Course credit	2 + 0
Teaching per Week	2
Course Objective (CO)	The objective of this course is to assist students in understanding the structure and working of food marketing system in India, to examine how the system affects farmers, consumers and middlemen and to illustrate the response of this dynamic marketing system to technological, socio-cultural, political and economic forces over time.
Course Content	<p>Unit - 1 Introduction to International Food market, India's Competitive Position in World Food Trade, Foreign Investment in Global Food Industry, Retail management and Food Retailing, The Nature of Change in Retailing, Organized Retailing in India, E-tailing and Understanding food preference of Indian Consumer, Food consumption and Expenditure pattern, Demographic and Psychographic factors affecting Food Pattern of Indian Consumer.</p> <p>Unit - 2 Value Chain in Food Retailing, Principal trends in food wholesaling and retailing, food wholesaling, food retailing, the changing nature of food stores, various retailing formats, competition and pricing in food retailing, market implications of new retail developments, value chain and value additions across the chain in food retail, food service marketing.</p> <p>Unit - 3 4 P's in Food Retail Management, Brand Management in Retailing, Merchandise pricing, Pricing Strategies used in conventional and non-conventional food retailing, Public distribution system, Promotion mix for food retailing, Management of sales promotion and Publicity, Advertisement Strategies for food retailers.</p> <p>Unit - 4 Managing Retail Operations, Managing Retailers' Finances, Merchandise buying and handling, Merchandise Pricing, Logistics, procurement of Food products and Handling Transportation of Food Products.</p> <p>Unit - 5 Retail Sales Management Types of Retail Selling, Salesperson selection, Salesperson training, Evaluation and Monitoring, Customer Relationship Management, Managing Human Resources in retailing, Legal and Ethical issues in Retailing.</p>
References:	<ol style="list-style-type: none"> <li>1. Berman &amp; Evans. 2008. Retail Management: A Strategic Approach. 10<sup>th</sup> Ed. Prentice Hall of India.</li> <li>2. Cox. 2006. Retailing: An Introduction. 5<sup>th</sup> Ed. Pearson Edu.</li> <li>3. Levy M &amp; Weitz BW. 2004. Retailing Management. 5<sup>th</sup> Ed. McGraw Hill.</li> </ol>



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Course Outcomes	<p>CO1. Retail Operations: Students will be able to understand and apply the principles of retail management specific to the food industry, including store layout, merchandising, inventory management, and customer service.</p> <p>CO2. Supply Chain Management: Students will be able to analyze and optimize the food supply chain, including sourcing, distribution, and logistics, to ensure efficient and effective delivery of products to the retail outlets.</p> <p>CO3. Consumer Behavior: Students will be able to analyze consumer preferences, trends, and behavior in the context of food retail, and apply this understanding to develop effective marketing and sales strategies.</p> <p>CO4. Regulatory Compliance: Students will be able to understand and comply with food safety and regulatory requirements, including labeling, hygiene standards, and other relevant regulations governing food retail operations.</p> <p>CO5. Business Development: Students will be able to develop and implement business strategies for food retail outlets, including expansion plans, market analysis, and financial management specific to the food retail industry.</p>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	2	3	3	3	2	3	3	3
<b>CO2</b>	2	3	3	3	2	3	3	3	3	3	2
<b>CO3</b>	3	2	3	2	3	3	3	3	2	2	3
<b>CO4</b>	3	2	3	3	3	2	2	3	3	3	3
<b>CO5</b>	3	3	2	3	2	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.6	2.8	2.6	2.6	2.8	2.8	2.6	2.8	2.8	2.8



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Course code	ABM 530
Course title	Management of Agricultural Input Marketing
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The objective of this course is to give the students an understanding of different marketing concept and marketing system in context of agricultural inputs.
Course Content	<p>Unit 1 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.</p> <p>Unit 2 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.</p> <p>Unit 3 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.</p> <p>Unit 4 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.</p> <p>Unit 5 Farm Machinery- Production, supply, demand, Marketing and distribution channels of farm machines; Agro-industries Corporation and marketing of farm machines / implements/Equipments.</p>
References:	<ol style="list-style-type: none"> <li>1. Acharya SS &amp; Agarwal NL. 2004. Agricultural Marketing in India. 4<sup>th</sup> Ed. Oxford &amp; IBH.</li> <li>2. Broadway AC &amp; Broadway Arif A. 2003. A Text Book of Agri-Business Management. Kalyani.</li> <li>3. Singh AK &amp; Pandey S. 2005. Rural Marketing. New Age.</li> <li>4. Singh Sukhpal 2004. Rural Marketing- Focus on Agricultural Inputs. Vikas Publ. House.</li> </ol>
Course Outcomes	CO1: Understanding Agricultural Inputs: Develop a comprehensive understanding of various agricultural inputs including seeds, fertilizers, pesticides, machinery, and technologies used in modern agriculture.



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	<p>CO2: Market Analysis: Analyze agricultural input markets, including demand-supply dynamics, market trends, pricing strategies, and competitive landscape, to make informed marketing decisions.</p> <p>CO3: Consumer Behavior in Agriculture: Understand the behavior and preferences of farmers and agricultural stakeholders as consumers of input products, considering factors influencing their buying decisions.</p> <p>CO4: Marketing Strategies: Develop effective marketing strategies tailored to agricultural inputs, encompassing product positioning, branding, distribution channels, and promotional tactics.</p> <p>CO5: Market Research and Segmentation: Conduct market research and segmentation to identify specific target markets, understand their needs, and tailor marketing approaches accordingly for different agricultural contexts.</p>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	3	2	3	3	3	2
<b>CO3</b>	3	2	3	3	3	3	3	2	2	2	3
<b>CO4</b>	3	2	3	3	3	3	3	3	3	3	2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.6	2.8	3.0	2.8	3.0	2.8	2.4	2.8	2.6	2.6



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Course code	ABM 531
Course title	Feed business management
Course credit	2
Teaching per Week	0
Course Objective (CO)	The present course aims at familiarizing the participants with various aspects feed for livestock and poultry
Course Content	<p>Unit 1: Feed resources: Gap between demand and availability of nutrients; status of feed industry in India and world, constraints in the development of Indian feed industry.</p> <p>Unit 2: Nutrients requirements of livestock and poultry: Knowledge about the quality of feed ingredients used in feed manufacturing. Procurement procedure of feed ingredients, scientific storage of feeds and feed ingredients. BIS, CLAFMA and all other commercial standards of all class of livestock and poultry feeds.</p> <p>Unit 3: Feed preparation: Layout and design of feed plants, feed plant management; Basic principles of processing of feeds, Feed preparation for cattle and poultry and as specialty feeds for aqua and pet animals.</p> <p>Unit 4: Importance of mineral mixture: Feed additives, supplements and pass feed, to know the new technology regarding improving the feeding value of poor-quality roughages. To acquaint the concept of silage technology, complete feed block technology, hydroponics technology and UMMB technology.</p> <p>Unit 5: Feed Distribution: Distribution channels, regulations relating to manufacture and sale of feed stuffs</p>
References:	<ol style="list-style-type: none"> <li>1. Frank B. Morrison (1961). Feeds and Feeding, Abridged, Morrison Publishing; 9<sup>th</sup> edition John Moran (2005). Tropical Dairy Farming: Feeding Management for Small Holder Dairy</li> <li>2. Farmers in the Humid Tropics, Csiro Publishing</li> <li>3. John Moran and Scott McDonald (2010). Feed pads for Grazing Dairy Cows, Csiro Publishing.</li> <li>4. Richard O. Kellems and David C. Church (2009). Livestock Feeds and Feeding, Pearson; 6<sup>th</sup> Edition</li> </ol>
Course Outcomes	<ol style="list-style-type: none"> <li>1. Inculcate the information regarding demand and supply of feed resources through power point presentation</li> <li>2. Understanding animal feed requirements and resources through case study</li> <li>3. Inculcate the information of plant lay out of design through circulation of quality materials through different books</li> <li>4. Understanding the mineral mixture preparation through literatures and online materials</li> <li>5. Understanding feed distribution strategy through case study</li> </ol>



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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	2	3	3	3	2	3	3	3
<b>CO2</b>	3	3	3	3	2	2	3	3	2	3	2
<b>CO3</b>	3	3	3	3	3	3	3	3	2	2	3
<b>CO4</b>	3	2	2	3	3	3	2	3	3	3	3
<b>CO5</b>	3	3	3	2	2	3	3	2	3	3	3
<b>Avg.</b>	3.0	2.8	2.8	2.6	2.6	2.8	2.8	2.6	2.6	2.8	2.8



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Course code	ABM 532
Course title	Agri-Supply chain management
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The course introduces students to the concepts and processes of agricultural supply chain management, framework for structuring supply chain drivers; network designs, demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain.
Course Content	<p>Unit 1 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.</p> <p>Unit 2 Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management.</p> <p>Unit 3 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 (VMI).</p> <p>Unit 4 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.</p> <p>Unit 5 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.</p>
References:	<ol style="list-style-type: none"> <li>1. Altekar RV. 2006. Supply Chain Management: Concepts and Cases. Prentice Hall of India.</li> <li>2. Monczka R, Trent R &amp; Handfield R. 2002. Purchasing and Supply Chain Management. Thomson Asia.</li> <li>3. Van Weele AJ. 2000. Purchasing and Supply Chain Management Analysis, Planning and Practice. Vikas Publ. House.</li> </ol>
Course Outcomes	<p>CO1: Understanding Agricultural Supply Chains: Gain comprehensive knowledge of agricultural supply chain structures, including production, distribution, and logistics, within the context of global agricultural markets.</p> <p>CO2: Optimizing Supply Chain Efficiency: Develop strategies to enhance efficiency and resilience in agricultural supply chains through the application of innovative technologies and best practices.</p>



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	<p>CO3: Sustainability Integration: Understand and apply principles of sustainability and responsible sourcing within agricultural supply chains, ensuring environmental stewardship and social responsibility.</p> <p>CO4: Risk Management and Adaptability: Acquire skills to identify, assess, and mitigate risks inherent in agricultural supply chains, fostering adaptability to market fluctuations, climate changes, and geopolitical factors.</p> <p>CO5: Stakeholder Collaboration and Relationship Management: Learn to foster collaborative relationships among stakeholders in agricultural supply chains, including farmers, suppliers, distributors, and retailers, for mutual benefit and improved supply chain performance.</p>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	2	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	2	3	3	3		2
<b>CO3</b>	3	2	3	2	3	3		2	2	2	3
<b>CO4</b>	3	2	3	3	3	3	3	3	3	3	
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.4	2.8	2.8	2.8	2.8	3.0	2.4	2.8	2.5	2.8



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Course code	ABM 533
Course title	Management of veterinary hospitals
Course credit	2
Teaching per Week	0
Course Objective (CO)	It will help in gaining a deeper understanding of the Veterinary Science is the science of treating and curing the diverse types of Animals
Course Content	<p>Unit - 1 Needs, aims and objectives: Objectives of veterinary hospitals; the existing and simulated situations under which veterinary hospitals work or are to work.</p> <p>Unit - 2 Designing and planning an ideal hospital: Optimizing the use of resources – human, space, equipment, drugs, time, capital, etc.; Materials management and problems Normal purchase procedure. Receipt; storage and distribution of materials Cost reduction &amp; scientific inventory control. Information system and materials management performance. Equipment maintenance, condemnation &amp; disposal.</p> <p>Unit - 3 Authority, responsibility: Accountability of management for optimizing the use of skill, developing and upgrading skills and technology; efficient system of record keeping and accounting; Concept of quality &amp; Total quality management (T.Q.M) Introduction to Veterinary audit, Statistical quality control (S.Q.C.), Quality control Circle (Q.C.C.).</p> <p>Unit - 4 Hospital information system: Hospital information system as an aid to efficient controlling and monitoring; need for financial resources – investment and working capital; Records: Types &amp; Methodology, Reports and Reporting system. Contemporary and need-based methods of accounting; General consideration. Need based information system. Applicability in surveillance &amp; monitoring; planning &amp; policy making; cost control.</p> <p>Unit - 5 Quality control system: Economic functions and quality control system; Animal health Economics: An introduction Need for financial resources (type and need). Investment planning and working capital; Budgeting and cost cutting (cost control). Legal aspects in the functioning of the hospital</p>
References:	Nil
Course Outcomes	1. Understanding the veterinary hospital management practices through exposure visit



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	<ol style="list-style-type: none"> <li>2. Inculcate the human resource and activity management through case study</li> <li>3. Inculcate management practices through case study</li> <li>4. Inculcate the management of hospital information system through expert lecture</li> <li>5. Understanding the quality control system of hospital management through expert knowledge sharing process</li> </ol>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	2	3	3	3	2	3	3	3
<b>CO2</b>	2	3	3	3	2	3	3	3	3	3	2
<b>CO3</b>	3	2	3	2	3	3	3	3	2	2	3
<b>CO4</b>	3	2	3	3	3	2	2	3	3	3	3
<b>CO5</b>	3	3	2	3	2	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.6	2.8	2.6	2.6	2.8	2.8	2.6	2.8	2.8	2.8



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Course code	ABM 534
Course title	Poultry and hatchery management
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The course provides an insight into the importance of management in poultry industry, managing a poultry and hatchery enterprise, planning production of poultry products, financial, personnel and marketing management.
Course Content	<p>Unit 1 Poultry and hatchery industry; role of management in poultry industry.</p> <p>Unit 2 Planning and establishing poultry and hatchery unit- location, size and construction; farm and hatchery equipment's and physical facilities; organizing and managing a poultry farm and hatchery.</p> <p>Unit 3 Incubation and hatching; production of quality chicks and eggs; factors affecting hatchability; bio-security and hatchery sanitation; handling of hatching eggs; maintaining chick quality-chick grading, sexing, packing, dispatch, transportation and chick delivery.</p> <p>Unit 4 Franchise hatcheries; custom hatching; brooding; growing and laying management; crisis management; industrial breeding, feeding, housing and disease management; waste management; Record management; cost accounting and budgetary control.</p> <p>Unit 5 Risks and insurance; personal management- labour relations including wages and salaries, job evaluation and employee appraisal; marketing management-direct sale and sale through franchisees/ agents, advertisement, sale and after sale services, other innovative sales strategies.</p>
References:	
Course Outcomes	<p>CO1: Leadership in Poultry Industry: Understanding the dynamics of the poultry and hatchery industry and recognizing the pivotal role of management are crucial for effective leadership and success in the competitive and evolving landscape of poultry business.</p> <p>CO2: Strategic Poultry Establishment: Learning to plan and establish a poultry and hatchery unit involves considerations of location, size, and construction, understanding farm and hatchery equipment and physical facilities, and acquiring the skills for organizing and effectively managing the entire poultry farm and hatchery operation.</p> <p>CO3: Optimizing Hatchery Efficiency: Mastering incubation and hatching processes, ensuring the production of quality chicks and eggs, addressing factors influencing hatchability, implementing bio-security measures, maintaining hatchery sanitation, and skillfully handling hatching eggs and chicks through grading, sexing, packing, dispatch, transportation, and delivery are crucial for optimizing hatchery efficiency and quality control..</p> <p>CO4: Holistic Poultry Management: Efficiently managing franchise hatcheries, custom hatching, brooding, growing, laying, crisis situations, industrial breeding,</p>



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feeding, housing, disease control, waste management, meticulous record-keeping, and employing cost accounting with budgetary control are essential learnings for effective and comprehensive poultry farm management.

CO5: Comprehensive Business Administration: Managing risks through insurance, addressing labor relations, wages, and salaries, implementing effective job evaluation and employee appraisal systems, and mastering marketing management with direct sales, franchisees/agents, advertising, and innovative sales strategies are key learnings for a well-rounded business administration approach.

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	3	2	3	3	3	2
<b>CO3</b>	3	3	3	2	2	2	3		2	3	3
<b>CO4</b>	3	2	3	3	3	3	3	3	3		2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.8	2.8	2.8	2.6	2.8	2.8	2.5	2.8	2.8	2.6



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Course code	ABM 535
Course title	Management of floriculture
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	To objective of this course is to expose the students with floriculture technology and its Agri business implications including international trade.
Course Content	<p>Unit 1 Introduction, importance and scope of floriculture industry; Recent advances in floriculture industry.</p> <p>Unit 2 Evolution of new cultivars; and production technology of ornamental plants; special techniques for forcing of flowers for export.</p> <p>Unit 3 Drying and dehydration of flowers; response of flowers to environmental conditions; importance and scope of landscape gardening.</p> <p>Unit 4 Style of gardening, Anesthetic and Socio-aesthetic planning of old and newly developed towns and cities; commercial cultivation of flower crops (rose, jasmine gladiolus, tuberose, marigold, aster, carnation, gerbera, cilium chrysanthemum; use of plant regulators in flower production.</p> <p>Unit 5 Extraction, purification and storage of essential oils and perfumes; post-harvest changes in cut flowers, storage and packing of cut flowers; determining optimum time of harvesting of flowers for export and home use.</p>
References:	<ol style="list-style-type: none"> <li>1. Chadha KL &amp; Choudhary B. Ornamental Horticulture in India. ICAR.</li> <li>2. Grindal EW. Every Day Gardening in India. D.B. Tarporevala Sons.</li> <li>3. Randhawa GS &amp; Mukhopadhyay A. Floriculture in India. Allied Publ.</li> <li>4. Randhawa MS. Beautifying India. Raj Kamal Publ.</li> </ol>
Course Outcomes	<p>CO1: Comprehensive Understanding of Floriculture Technology: Gain an in-depth knowledge of floriculture practices, including cultivation techniques, breeding methods, pest and disease management, post-harvest handling, and the utilization of advanced technologies in the field.</p> <p>CO2: Analysis of Agribusiness Opportunities in Floriculture: Evaluate the commercial aspects of floriculture, examining market trends, consumer preferences, value chain analysis, and the identification of profitable business opportunities within the floriculture sector.</p> <p>CO3: International Trade and Market Dynamics: Understand the global trade dynamics of floriculture products, including export-import regulations, market access requirements, supply chain logistics, and the impact of international markets on floriculture businesses.</p>



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	<p>CO4: Strategic Management in Floriculture Business: Develop strategic management skills specific to the floriculture industry, encompassing business planning, resource allocation, branding, market positioning, and the development of sustainable competitive advantages.</p> <p>CO5: Sustainable Practices and Ethical Considerations: Explore sustainable practices in floriculture and landscaping, emphasizing environmental stewardship, resource efficiency, waste management, and ethical considerations in the production and marketing of ornamental plants.</p>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	2	3	3	3	2	3	3	3
<b>CO2</b>	3	3	3	3	2	2	3	3	2	3	2
<b>CO3</b>	3	3	3	3	3	3	3	3	2	2	3
<b>CO4</b>	3	2	2	3	3	3	2	3	3	3	3
<b>CO5</b>	3	3	3	2	2	3	3	2	3	3	3
<b>Avg.</b>	3.0	2.8	2.8	2.6	2.6	2.8	2.8	2.6	2.6	2.8	2.8



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Course code	ABM 536
Course title	Quality Management
Course credit	2 (2+0)
Teaching per Week	2
Course Objective (CO)	This course is designed with an objective to create awareness for quality in students. This will help the students to understand the concepts of Quality and Tools for Implementation of Quality in different business enterprise and service sector.
Course Content	<p>Unit 1 Quality Management Principles and Practices – Quality Concept, Quality Gurus, Quality Circle, Philosophy of TQM, Leadership and Strategic Planning &amp; implementing TQM Frame work, TQM kitemarks</p> <p>Unit 2 Quality Improvement Tools- Old and New (7 QC tools), six sigma, Kaizen, Benchmarking, Breakthrough Improvement, Business Process Reengineering, Business Process Management, FMEA and Total Productive Maintenance</p> <p>Unit 3 Customer Driven Quality- Customer Satisfaction, Employee Involvement, Continuous Improvement tools, PDSA cycle, QFD</p> <p>Unit 4 TQM in Services, Supplier partnership, Performance Measurement, Statistical concept in Quality Management</p> <p>Unit 5 Quality Management System, Environment Management Systems, Quality Audits, Barriers and Challenges in Quality management, Global quality in 21<sup>st</sup> century.</p>
References:	<ol style="list-style-type: none"> <li>1. Total Quality Management: Poornima M. Charantimath. Pearson Publication</li> <li>2. Total Quality Management: Dale H. Besterfield, Carol Besterfield, Glen Besterfield, Mary Besterfield, Hemant Urdhwareshe, Rashmi Urdhwareshe. Pearson Publication</li> <li>3. Quality Management: R. Panneerselvam, P. Sivasankaran. PHI learning Private Limited</li> </ol>
Course Outcomes	<ol style="list-style-type: none"> <li>1. Understand the principles and concepts of quality management, including quality standards, methodologies, and tools used in various industries.</li> <li>2. Apply quality management techniques such as Six Sigma, Total Quality Management (TQM), and Lean principles to improve processes, products, and services.</li> <li>3. Analyze and interpret quality data to identify areas for improvement and implement corrective and preventive actions.</li> <li>4. Develop quality assurance strategies to ensure compliance with industry regulations and standards, and enhance customer satisfaction.</li> </ol>



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5. Evaluate the effectiveness of quality management systems through performance metrics, audits, and continuous improvement initiatives to drive organizational excellence.

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	3	3	3	3	2	3	2	3
<b>CO2</b>	2	3	2	3	2	3	2	3	3	3	2
<b>CO3</b>	3	2	3	3	3	3	3	2	2	2	3
<b>CO4</b>	3	2	3	3	3	3	3	3	3	3	2
<b>CO5</b>	3	3	3	3	3	3	3	2	3	3	3
<b>Avg.</b>	2.8	2.6	2.8	3.0	2.8	3.0	2.8	2.4	2.8	2.6	2.6



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Course code	ABM 537
Course title	Commodity future markets and derivatives
Course credit	2 (2+0)
Teaching per Week	2
Course Objective (CO)	Commodity future markets are an important instrument of risk management in agricultural markets. This course aims at making the participants familiar with the logic, practice and instruments of the commodity futures and derivatives. These markets are increasingly becoming functional now under the liberalised market and policy environment. The course will examine the nature of these markets, major instruments and tools of their performance assessment and global trends.
Course Content	Unit - 1 Commodities, Derivatives, Futures and Options Unit - 2 Why futures, Pricing of Commodities, Evaluation of International Commodity Exchanges, Commodity Futures in India and its Regulations, Dynamics of a commodity exchange Unit - 3 Market Participants & Trading Strategies, Fundamental Analysis, Technical Analysis, Analyzing Commodity Price Chart Patterns, Confirming Tools Unit - 4 Useful Trading Techniques, Clearing & Settlement, Delivery Mechanism, Taxation Issues,
References:	<ol style="list-style-type: none"> <li>1. Total Quality Management: Poornima M. Charantimath. Pearson Publication</li> <li>2. Total Quality Management: Dale H. Besterfield, Carol Besterfield, Glen Besterfield, Mary Besterfield, Hemant Urdhwarshie, Rashmi Urdhwarshie. Pearson Publication</li> <li>3. Quality Management: R. Panneerselvam, P. Sivasankaran. PHI learning Private Limited</li> </ol>
Course Outcomes	<p>CO1. Understanding of Market Dynamics: Students will be able to comprehend the functioning of commodity futures markets, including the role of supply and demand dynamics, price discovery, and market participants.</p> <p>CO2. Risk Management: Students will be able to evaluate and manage price risks associated with commodities using derivative instruments such as futures and options, and understand their application in hedging strategies for producers, consumers, and traders.</p> <p>CO3. Derivatives Valuation: Students will be able to apply valuation models to price commodity derivatives, including futures and options, and understand the factors influencing their pricing.</p> <p>CO4. Regulatory Framework: Students will be able to comprehend the regulatory framework governing commodity futures markets and derivatives,</p>



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	<p>including the role of regulatory authorities, market rules, and compliance requirements.</p> <p>CO5. Trading Strategies: Students will be able to develop and analyze trading strategies using commodity derivatives, including spread trading, arbitrage, and speculative strategies, and understand the implications of these strategies on market participants.</p>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	2	3	3	3	3	3	2	3	2	3
<b>CO2</b>	3	3	3	3	2	2	3	3	3	3	2
<b>CO3</b>	3	2	3	2	3	3	3	2	2	2	3
<b>CO4</b>	3	2	3	3	3	2	2	3	3	3	2
<b>CO5</b>	3	3	2	3	2	3	3	2	3	3	3
<b>Avg.</b>	3.0	2.4	2.8	2.8	2.6	2.6	2.8	2.4	2.8	2.6	2.6



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Course code	ABM 538
Course title	Strategic Management
Course credit	2 (2+0)
Teaching per Week	2
Course Objective (CO)	This course is designed with the objective of creating awareness of strategic management in students. This will help the students understand the concepts of strategy and strategic Tools & techniques for implementing new products or modified products/ services in different business enterprises and service sectors.
Course Content	<p>Unit 1 Introducing Strategic Management, Leading Strategically Through Effective Vision and Mission.</p> <p>Unit 2 Examining the Internal Environment: Resources, Capabilities, and Activities, Exploring the External Environment: Macro and Industry Dynamics</p> <p>Unit 3 Creating Business Strategies, Crafting Business Strategy for Dynamic Contexts, Developing Corporate Strategy, Looking at International Strategies</p> <p>Unit 4 Understanding Alliances and Cooperative Strategies, Studying Mergers and Acquisitions</p> <p>Unit 5 Organizational Structure, Systems, and Processes, Considering New Ventures and Corporate Renewal, Corporate Governance in the Twenty-First Century</p>
References:	<ol style="list-style-type: none"> <li>1. Strategic Management” by Mason A. Carpenter, 2<sup>nd</sup> edition, Pearson Publication, 2011, PP-445,</li> <li>2. Strategic Management: A Practical Approach” by Sanjay Mahapatra, 1<sup>st</sup> edition, Pearson Publication, 2012, PP-266, 2012</li> <li>3. Concept in Strategic Management and Business Policy” by Thomas L. Wheelen, 12<sup>th</sup> edition, Pearson Publication, 2004, PP-743,</li> </ol>
Course Outcomes	<p>CO1: Strategic Analysis: Develop skills to critically analyze internal and external environments of businesses, using tools like SWOT analysis, PESTEL analysis, and Porter's Five Forces to assess industry dynamics and competitive positioning.</p> <p>CO2: Strategy Formulation: Master the process of strategy formulation by synthesizing information from various sources, generating strategic alternatives, and selecting the most viable strategic direction for organizations.</p> <p>CO3: Strategy Implementation: Understand the challenges and techniques involved in effectively translating strategies into action plans, considering organizational structure, culture, resource allocation, and leadership.</p> <p>CO4: Strategic Decision-Making: Cultivate decision-making skills for strategic choices, considering short-term versus long-term implications, risk assessment, and ethical considerations in complex business scenarios.</p>



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CO5: Business Model Innovation: Explore innovative business models and disruptive strategies to sustain competitiveness in dynamic markets, emphasizing creativity and adaptability in strategic thinking.

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	2	3	3	3	2	3	3	3
<b>CO2</b>	3	3	3	3	2	2	3	3	2	3	2
<b>CO3</b>	3	3	3	3	3	3	3	3	2	2	3
<b>CO4</b>	3	2	2	3	3	3	2	3	3	3	3
<b>CO5</b>	3	3	3	2	2	3	3	2	3	3	3
<b>Avg.</b>	3.0	2.8	2.8	2.6	2.6	2.8	2.8	2.6	2.6	2.8	2.8



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Course code	ABM 591
Course title	Master's Seminar
Course credit	01
Teaching per Week	1 hr
Course Objective (CO)	To cultivate leadership, communication, and presentation abilities by engaging students in rigorous research, case studies, and interactive sessions aimed at honing their decision-making capabilities in complex business scenarios.
Course Content	Students are directed to select a presentation topic pertinent to agri-business management in consultation with their major guide, ensuring alignment with the field's pertinent areas and research objectives.
References:	Nil
Course Outcomes	CO1: Advanced Critical Analysis: Develop the ability to critically analyze and synthesize business theories and practices, fostering advanced problem-solving skills within diverse business contexts. CO2: Strategic Decision-Making Proficiency: Cultivate strategic thinking and decision-making capabilities by evaluating real-world business scenarios, honing the capacity to formulate and justify innovative and effective business strategies. CO3: Effective Communication and Presentation Skills: Enhance communication proficiency through articulate and persuasive presentations, enabling students to effectively convey complex ideas and findings to diverse stakeholders. CO4: Research and Inquiry Aptitude: Foster research skills and intellectual inquiry, empowering students to rigorously investigate contemporary business challenges and propose evidence-based solutions. CO5: Leadership and Collaboration: Develop leadership qualities and collaborative abilities by engaging in interdisciplinary discussions, promoting teamwork, and fostering an inclusive environment conducive to innovative thinking and problem-solving.

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
CO1	3	2	3	3	3	3	3	2	3	2	3
CO2	2	3	2	3	2	2	3	3	3		2
CO3	3	2	3	2	3	3		2	2	2	3
CO4	3	2	3	3	3	3	3	3	3	3	
CO5	3	3	3	3	3	3	3	2	3	3	3
Avg.	2.8	2.4	2.8	2.8	2.8	2.8	3.0	2.4	2.8	2.5	2.8



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Course code	ABM 595
Course title	Summer Training/Industrial attachment
Course credit	1 (0+1)
Teaching per Week	1
Course Objective (CO)	It is the form of practical work experience and skills learned via the summer training program, your chances of being hired are much higher.
Course Content	<p>Summer training typically refers to a period of time during the summer months when students or professionals participate in a structured program to gain practical experience or develop new skills in their field of study or work. These training programs can take various forms, such as internships, apprenticeships, workshops, or courses, and may be offered by educational institutions, companies, or other organizations.</p> <p>Summer training is often seen as an opportunity to supplement theoretical knowledge with hands-on experience, to network with professionals in the field, and to gain a competitive edge in the job market. Many employers also value summer training experience, as it demonstrates a candidate's willingness to learn, adapt, and take initiative.</p> <p>Stepping into the corporate world just after college may not be pleasing as it sounds. So, summer training is there to help you cope with that. Summer training is designed to assist individuals in managing such circumstances. The key objective is to improve one's technical skills through expert guidance, thereby strengthening one's confidence in entering the corporate sphere. Training typically lasts a certain amount of time and is completed before a student's graduation.</p> <p>The experienced trainers guide you through technical concepts, both theoretically and practically. Moreover, it is highly advantageous for the individual. Summer training present an opportunity for college students to acquire knowledge and gain practical work exposure in a specific field. Now that we have a good understanding of what is summer training, it is time to discuss the benefits of summer training.</p>
References:	Nil
Course Outcomes	<ol style="list-style-type: none"> <li>1. Gain practical hands-on experience in a professional work environment relevant to the field of study.</li> <li>2. Apply theoretical knowledge acquired during academic coursework to real-world projects and tasks.</li> <li>3. Develop essential workplace skills such as communication, teamwork, time management, and problem-solving.</li> </ol>



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4. Acquire industry-specific knowledge and insights by working closely with professionals in the field.
5. Demonstrate professional growth and personal development through reflection on the learning experience and achievements during the training period.

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	2	2	2	3	2	3	2	3	3	2
<b>CO2</b>	2	2	2	2	2	2	3	3	2	3	2
<b>CO3</b>	2	2	3	3	2	2	3	3	3	2	3
<b>CO4</b>	2	2	2	3	2	2	3	3	3	2	2
<b>CO5</b>	3	2	2	3	2	3	2	2	3	3	3
<b>Avg.</b>	2.4	2	2.2	2.6	2.2	2.2	2.8	2.6	2.8	2.6	2.4



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Course code	ABM 599
Course title	Project
Course credit	10 (0+1)
Teaching per Week	
Course Objective (CO)	To apply agribusiness concepts to real-world agricultural scenarios, to conduct comprehensive industry analysis and market research within the agribusiness sector, to develop business plans and strategies for agribusiness enterprises, to explore sustainable practices and innovative technologies within agribusiness and to enhance presentation and communication skills for professional interactions in the agribusiness domain.
Course Content	<p>Project work typically refers to a period of time during the summer months when students or professionals participate in a structured program to gain practical experience or develop new skills in their field of study or work. These training programs can take various forms, such as internships, apprenticeships, workshops, or courses, and may be offered by educational institutions, companies, or other organizations.</p> <p>Project work is often seen as an opportunity to supplement theoretical knowledge with hands-on experience, to network with professionals in the field, and to gain a competitive edge in the job market. Many employers also value Project work experience, as it demonstrates a candidate's willingness to learn, adapt, and take initiative.</p> <p>Stepping into the corporate world just after college may not be pleasing as it sounds. So, Project work is there to help you cope with that. Project work is designed to assist individuals in managing such circumstances. The key objective is to improve one's technical skills through expert guidance, thereby strengthening one's confidence in entering the corporate sphere. Training typically lasts a certain amount of time and is completed before a student's graduation.</p> <p>The experienced trainers guide you through technical concepts, both theoretically and practically. Moreover, it is highly advantageous for the individual. Project work present an opportunity for college students to acquire knowledge and gain practical work exposure in a specific field. Now that we have a good understanding of what is Project work , it is time to discuss the benefits of Project work .</p>
References:	Nil
Course Outcomes	<p>CO1. Analytical Skills: Students will be able to apply analytical skills to evaluate agribusiness scenarios, identify opportunities and challenges, and develop effective solutions.</p> <p>CO2. Research Skills: Students will be able to conduct comprehensive industry analysis and market research within the</p>



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	<p>agribusiness sector, using appropriate research methods and tools.</p> <p>CO3. Strategic Thinking: Students will be able to develop business plans and strategies for agribusiness enterprises, integrating aspects such as production, marketing, finance, and risk management to foster a holistic understanding of agribusiness operations.</p> <p>CO4. Sustainability and Innovation: Students will be able to explore sustainable practices and innovative technologies within agribusiness, fostering an understanding of the environmental, social, and economic dimensions of sustainable agricultural development.</p> <p>CO5. Communication Skills: Students will be able to effectively communicate project findings and recommendations through presentations, reports, and discussions, preparing them for professional interactions in the agribusiness domain.</p>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	2	3	2	2	2	3	2	2	3	3	2
<b>CO2</b>	2	3	2	3	2	2	3	2	2	3	2
<b>CO3</b>	3	3	3	3	3	2	3	3	2	3	2
<b>CO4</b>	3	2	3	3	3	2	3	3	3	2	2
<b>CO5</b>	3	2	2	2	2	2	3	3	3	2	3
<b>Avg.</b>	2.6	2.6	2.4	2.6	2.4	2.2	2.8	2.6	2.6	2.6	2.2



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Course code	PGS 501
Course title	Library and information services
Course credit	1 (0+1)
Teaching per Week	2 hrs
Course Objective (CO)	To equip the library users with skills to trace information from libraries efficiently, to apprise them of information and knowledge resources, to carry out literature survey, to formulate information search strategies, and to use modern tools (Internet, OPAC, search engines etc.) of information search.
Course Content	Introduction to library and its services; Role of libraries in education, research and technology transfer; Classification systems and organization of library; Sources of information- Primary Sources, Secondary Sources and Tertiary Sources; Intricacies of abstracting and indexing services (Science Citation Index, Biological Abstracts, Chemical Abstracts, CABI Abstracts, etc.); Tracing information from reference sources; Literature survey; Citation techniques/Preparation of bibliography; Use of CD-ROM Databases, Online Public Access Catalogue and other computerized library services; Use of Internet including search engines and its resources; e-resources access methods.
References:	Nil
Course Outcomes	CO1. Information Literacy: Students should be able to identify, locate, evaluate, and effectively use information resources in various formats, including print and digital media. CO2. Library Management: Students should be able to manage library resources, including collection development, cataloging, circulation, and reference services, using appropriate technologies and best practices. CO3. Information Retrieval: Students should be able to use various search tools and techniques to retrieve information from diverse sources, including databases, online catalogs, and the internet. CO4. User Services: Students should be able to provide effective user services, including reference assistance, instruction, and outreach, to meet the information needs of diverse user groups. CO5. Professional Ethics: Students should be able to adhere to professional ethics and standards, including intellectual freedom, privacy, and confidentiality, in the provision of library and information services.

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	2	3	3	3	3	3	2	3	2	3
<b>CO2</b>	3	3	3	3	2	2	3	3	3	3	2
<b>CO3</b>	3	2	3	2	3	3	3	2	2	2	3



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<b>CO4</b>	3	2	3	3	3	2	2	3	3	3	2
<b>CO5</b>	3	3	2	3	2	3	3	2	3	3	3
<b>Avg.</b>	3.0	2.4	2.8	2.8	2.6	2.6	2.8	2.4	2.8	2.6	2.6



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Course code	PGS 502
Course title	Technical Writing and Communication Skills
Course credit	1 (0+1)
Teaching per Week	2 hrs
Course Objective (CO)	To equip the students/scholars with skills to write dissertations, research papers, etc. To equip the students/scholars with skills to communicate and articulate in English (verbal as well as writing).
Course Content	Technical Writing – Various forms of scientific writings- theses, technical papers, reviews, manuals, etc; Various parts of thesis and research communications (title page, authorship contents page, preface, introduction, review of literature, material and methods, experimental results and discussion); Writing of abstracts, summaries, précis, citations etc.; commonly used abbreviations in the theses and research communications; illustrations, photographs and drawings with suitable captions; pagination, numbering of tables and illustrations; Writing of numbers and dates in scientific write-ups; Editing and proof-reading; Writing of a review article. Communication Skills - Grammar (Tenses, parts of speech, clauses, punctuation marks); Error analysis (Common errors); Concord; Collocation; Phonetic symbols and transcription; Accentual pattern: Weak forms in connected speech: Participation in group discussion: Facing an interview; presentation of scientific papers.
References:	<ol style="list-style-type: none"> <li>1. Chicago Manual of Style. 14th Ed. 1996. Prentice Hall of India.</li> <li>2. Collins' Cobuild English Dictionary. 1995.</li> <li>3. Harper Collins. Gordon HM &amp; Walter JA. 1970. Technical Writing. 3rd Ed.</li> <li>4. Holt, Rinehart &amp; Winston. Hornby AS. 2000. Comp. Oxford Advanced Learner's Dictionary of Current English. 6th Ed. Oxford University Press.</li> <li>5. James HS. 1994. Handbook for Technical Writing. NTC Business Books.</li> <li>6. Joseph G. 2000. MLA Handbook for Writers of Research Papers. 5th Ed. Affiliated East- West Press.</li> <li>7. Mohan K. 2005. Speaking English Effectively. MacMillan India.</li> <li>8. Richard WS. 1969. Technical Writing.</li> </ol>
Course Outcomes	<p>CO1. Effective Communication: Students should be able to communicate technical information clearly, concisely, and effectively to diverse audiences, including experts and non-experts, using appropriate language and tone.</p> <p>CO2. Document Design and Formatting: Students should be able to create well-structured and visually appealing technical documents, including reports, manuals, and proposals, by applying principles of document design, formatting, and visual communication.</p> <p>CO3. Research and Information Synthesis: Students should be able to conduct research, gather relevant information, and synthesize complex technical concepts into coherent and understandable written materials.</p>



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	<p>CO4. Audience Analysis: Students should be able to analyze the needs, expectations, and knowledge levels of their target audience to tailor their writing and communication style accordingly.</p> <p>CO5. Professional and Ethical Considerations: Students should be able to adhere to professional and ethical standards in technical communication, including accuracy, honesty, and respect for intellectual property rights.1</p>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	2	3	3	3	2	3	3	3
<b>CO2</b>	3	3	3	3	2	2	3	3	2	3	2
<b>CO3</b>	3	3	3	3	3	3	3	3	2	2	3
<b>CO4</b>	3	2	2	3	3	3	2	3	3	3	3
<b>CO5</b>	3	3	3	2	2	3	3	2	3	3	3
<b>Avg.</b>	3.0	2.8	2.8	2.6	2.6	2.8	2.8	2.6	2.6	2.8	2.8



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Course code	PGS 503
Course title	Intellectual property and its management in agriculture
Course credit	1 (1+0)
Teaching per Week	1 hrs
Course Objective (CO)	The main objective of this course is to equip students and stakeholders with knowledge of intellectual property rights (IPR) related protection systems, their significance and use of IPR as a tool for wealth and value creation in a knowledge-based economy
Course Content	Historical perspectives and need for the introduction of Intellectual Property Right regime; TRIPs and various provisions in TRIPS Agreement; Intellectual Property and Intellectual Property Rights (IPR), benefits of securing IPRs; Indian Legislations for the protection of various types of Intellectual Properties; Fundamentals of patents, copyrights, geographical indications, designs and layout, trade secrets and traditional knowledge, trademarks, protection of plant varieties and farmers' rights and biodiversity protection; Protectable subject matters, protection in biotechnology, protection of other biological materials, ownership and period of protection; National Biodiversity protection initiatives; Convention on Biological Diversity; International Treaty on Plant Genetic Resources for Food and Agriculture; Licensing of technologies, Material transfer agreements, Research collaboration Agreement, License Agreement.
References:	<ol style="list-style-type: none"> <li>1. Erbisch FH &amp; Maredia K.1998. Intellectual Property Rights in Agricultural Biotechnology. CABI.</li> <li>2. Ganguli P. 2001. Intellectual Property Rights: Unleashing Knowledge Economy. McGraw-Hill.</li> <li>3. Intellectual Property Rights: Key to New Wealth Generation. 2001. NRDC &amp; Aesthetic Technologies.</li> <li>4. Ministry of Agriculture, Government of India. 2004. State of Indian Farmer. Vol. V. Technology Generation and IPR Issues. Academic Foundation.</li> <li>5. Rothschild M &amp; Scott N. (Ed.). 2003. Intellectual Property Rights in Animal Breeding and Genetics. CABI.</li> <li>6. Saha R. (Ed.). 2006. Intellectual Property Rights in NAM and Other Developing Countries: A Compendium on Law and Policies. Daya Publ. House</li> </ol>
Course Outcomes	<p>CO1. Understanding Intellectual Property: Students should be able to understand the concept of intellectual property and its various forms, including patents, trademarks, copyrights, and trade secrets, and their relevance to agriculture.</p> <p>CO2. Intellectual Property Management: Students should be able to manage intellectual property in agriculture, including identifying, protecting, and commercializing intellectual property assets, and understanding the legal and regulatory frameworks governing intellectual property.</p>



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	<p>CO3. Technology Transfer: Students should be able to facilitate the transfer of agricultural technologies and intellectual property from research institutions to the private sector, including licensing agreements, joint ventures, and technology incubation.</p> <p>CO4. Innovation and Entrepreneurship: Students should be able to foster innovation and entrepreneurship in agriculture by identifying and developing new technologies, products, and services, and leveraging intellectual property assets to create value.</p> <p>CO5. Ethical and Social Considerations: Students should be able to understand the ethical and social implications of intellectual property in agriculture, including issues related to access to genetic resources, biodiversity, and food security, and develop strategies to address these concerns.</p>
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**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
<b>CO1</b>	3	3	3	2	3	3	3	2	3	3	3
<b>CO2</b>	3	3	3	3	2	2	3	3	2	3	2
<b>CO3</b>	3	3	3	3	3	3	3	3	2	2	3
<b>CO4</b>	3	2	2	3	3	3	2	3	3	3	3
<b>CO5</b>	3	3	3	2	2	3	3	2	3	3	3
<b>Avg.</b>	3.0	2.8	2.8	2.6	2.6	2.8	2.8	2.6	2.6	2.8	2.8



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Course code	PGS 506
Course title	Disaster management
Course credit	1 (1+0)
Teaching per Week	1 hrs
Course Objective (CO)	The course aims to provide an understanding of the various types of disasters, their causes, and their impact on individuals, communities, and infrastructure. It also covers the principles of disaster risk reduction, emergency planning, and response, including the roles and responsibilities of different stakeholders, such as government agencies, non-governmental organizations, and community-based organizations.
Course Content	Understanding Disasters, Disaster Risk Reduction, Emergency Planning Emergency Response, Disaster Recovery, Communication and Coordination, Leadership and Decision-making and Ethics and Professionalism
References:	
Course Outcomes	<p>CO 1. Disaster Awareness and Preparedness: Students should be able to demonstrate an understanding of different types of disasters, their potential impact, and the principles of disaster preparedness, including risk assessment, emergency planning, and the development of response strategies.</p> <p>CO2. Emergency Response and Coordination: Students should be able to apply the principles of emergency response, including the coordination of resources, communication protocols, and the mobilization of response teams to effectively address the immediate needs of affected individuals and communities.</p> <p>CO3. Risk Mitigation and Resilience: Students should be able to analyze and assess disaster risks, and develop strategies for mitigating these risks, enhancing community resilience, and promoting sustainable recovery and reconstruction efforts.</p> <p>CO4. Ethical and Professional Conduct: Students should be able to demonstrate ethical and professional conduct in disaster management, including the adherence to codes of conduct, respect for human rights, and the promotion of equity and inclusivity in disaster response and recovery efforts.</p> <p>CO5. Leadership and Decision-making: Students should be able to exhibit leadership qualities and decision-making skills in the context of disaster management, including the ability to make timely and informed decisions, manage resources effectively, and provide direction and support to response teams and affected populations.</p>

**Mapping between Cos, POs and PSOs**

CO	POs					PSOs					
	1	2	3	4	5	1	2	3	4	5	6
CO1	3	2	3	3	3	3	3	2	3	2	3
CO2	3	3	3	3	2	2	3	3	3	3	2



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<b>C03</b>	3	2	3	2	3	3	3	2	2	2	3
<b>C04</b>	3	2	3	3	3	2	2	3	3	3	2
<b>C05</b>	3	3	2	3	2	3	3	2	3	3	3
<b>Avg.</b>	3.0	2.4	2.8	2.8	2.6	2.6	2.8	2.4	2.8	2.6	2.6



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