



INTERNATIONAL AGRIBUSINESS MANAGEMENT INSTITUTE
ANAND AGRICULTURAL UNIVERSITY
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Endorsement for the Programme Specific Outcomes, Programme Outcomes, and Course Outcomes Mapping of MBA (Agribusiness Management) curriculum

ICAR BSMA 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 BSMA 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 & Process, Line, Staff, Authority & Responsibility, Staffing – Recruitment and Selection, Directing – Training, Communication & Motivation, Controlling- Significance, Process, Techniques, Standards & 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>
References:	<ol style="list-style-type: none"> 1. Stephen P. Robbins, Mary Coulter & Neharika Vohra. 2010. Management. Pearson Edu. 2. Heinz Wehrich, Mark V. Cannice & Harold Koontz. 2015, Management, A Global, Innovative and Entrepreneurial Perspective, 14th Edition, McGraw Hill Education Pvt Ltd. 3. James G. Beierlein, Kenneth C. Schneeberger, Donald D. Osburn. 2014. Principles of Agribusiness Management. Fifth edition. Waveland Press 4. Neck, C. P., Houghton, J.D. and Murray E.L., 2017, Organizational behavior, Sage Publication India Private Limited. 5. Greenberg, J., 2013, Behavior in Organisations, PHI Learning Private Limited, New Delhi.



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	<p>6. John A. Wagner III, J. A. and Hollenbeck, J. R., 2015, Organizational Behaviour, Routledge Taylor & Francis Group, New York.</p> <p>7. Harold Koontz & Keing Weighhrrich.2010. Essentials of Management. Tata McGraw Hill</p>																																																
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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Course code	ABM 502
Course title	Managerial accounting & control
Course credit	3 (2+1)
Teaching per Week	4 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, Accounting principles: Accounting Concepts and Conventions; Branches of Accounting, Users of Accounting information, 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 t heads in different Books and Accounts, Introduction of Company Accounts, Use of Accounting Software</p> <p>Unit 3 Management Accounting-Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting, Analysis of Financial Statements- Ratio, time series, common size and Du pont Analysis, Comparative and Common Size Statements, Cash Flow and Fund Flow Analysis</p> <p>Unit 4 Budget and Budgetary Control- 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. Mergers and Acquisition, Tax System- GST</p>
References:	<ol style="list-style-type: none"> 1. Horngren. 2008. Introduction to Financial Accounting. 8thEd. Pearson Edu. 2. Khan MY & Jain PK. 2004. Management Accounting. Tata McGraw Hill. 3. Maheshwari SN & Maheshwari SK. 2018. Financial Accounting. 6th Ed. Vikas Publ. House. 4. S P Jain and K L Narang ,2014. Financial Accounting. 12th Edition. Kalyani publisher 5. Sharma and Gupta, 2018. Management Accounting 13th Edition, Kalyani Publisher
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 performance measurement tools to optimize resource allocation and improve organizational efficiency.</p>



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	<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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Course code	ABM- 503							
Course title	Applied Agribusiness Economics							
Course credit	2 (2 + 0)							
Teaching per Week	2							
Course Objective (CO)	This course applies basic economic tools and models to problems involving supply, demand, individual consumer and firm behaviour, and market structure. Basic market structure models covered include perfect competition, monopolistic competition, oligopoly, and monopoly. Economic tools and models are related to business strategies throughout the course							
Course Content	<p>Unit 1 Scope of managerial economics, objective of the firm and basic economic principles; mathematical concepts used in managerial economics. Introduction to behavioral economics</p> <p>Unit 2 Indifference curves and budget sets – 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, Multi period production and cost 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. Price discrimination (First, Second and Third level)</p> <p>Unit 5 The national income; circular flow of income: consumption, investment and saving: money functions, factors influencing demand for money & supply of money; inflation; economic growth; business cycles and business policies; business decisions under certain and uncertain situations</p>							
References:	<ol style="list-style-type: none"> 1. Dwivedi DN. 2015. Managerial Economics. 8th Edition, Vikash Publishing 2. Gupta GS. 2015. Managerial Economics. Tata McGraw Hill 3. Savatore D.Srivastav R. 2012. Managerial Economics. 7th Edition, Oxford University Press 4. Suma Damodaran. 2010. Managerial Economics. Oxford 							
Course Outcomes	<ol style="list-style-type: none"> 1. Understanding of economic analysis skill through cases 2. Develop policy analysis aptitude through lecture materials 3. Inculcate macro and micro economic environment through lecture materials 4. Understanding of demand forecasting techniques through expert lecture 5. Understanding market structure through cases 							
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Course code	ABM 504
Course title	Human Resource Management for Agricultural Organisations
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 in agri based organizations
Course Content	<p>Unit 1 Strategic Human Resource Management, Human Resource Planning-Nature and Significance, Job Analysis and talent management process, Job Description, job Specification, Job enlargement, Job enrichment, Job rotation</p> <p>Unit 2 Recruitment and Selection Process, Induction, Training and Human Resource Development- Nature, Significance, Process and Techniques, e-recruitment, use of Big Data for recruitment, use of Artificial Intelligence and machine learning tools in recruitment practices Career planning and Development Internal mobility including Transfers, Promotions, employee separation.</p> <p>Unit 3 Performance Appraisal–Significance and methods, Compensation management, Strategic pay plans, Job Evaluation, Wage and Salary Administration; Wage Fixation; Fringe Benefits, Incentive Payment, bonus, and Profit Sharing</p> <p>Unit 4 Role and Status of Trade Unions; Collective Bargaining; Worker’s Participation in Management, employee retention. Quality of work life, employee welfare measure, work life balance, Disputes and Grievance Handling Procedures; Arbitration and Adjudication; Health and Safety of Human Resources;</p> <p>Unit 5 Ethical issues in HRM, Managing Global Human Resources, Managing Human Resources in Small and Entrepreneurial firms, Human Resources accounting, Human Resources outsourcing. HR Information System, Human Resource Metrics and Workforce Analytics, Future trends in workforce technologies.</p>
References:	<ol style="list-style-type: none"> 1. Gary Dessler & Biju Varkkey 2016, Human Resource Management, XIV Edition, Pearson India 2. VSP Rao. 2010, Human Resource Management, Text and Cases, 3rd Edition, Excel Books 3. Ashwathapa K. 2016. Human Resource Management, Text and Cases. Tata McGraw Hill



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	<p>4. Michael J. Kavanagh, Mohan Thite & Richard D. Johnson. 2016, Human Resource Information Systems, Sage Publications</p> <p>5. Subba Rao P. 2004. Essentials of Human Resource Management and Industrial Relations. Himalaya Publ. House.</p>																																																
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> <p>CO6: HRD aims to improve learning and performance on both individual and organizational levels. This may include furthering the personal goals of employees and the broad goals of the organization, so both may benefit from the relationship.</p>																																																
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Course code	ABM- 505
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	Unit 1 Nature Concept and Scope of Production and Operations Management; Factors Affecting System; Facility location, Types of Manufacturing Systems and Layouts, Process Selection and Facility Layout, Layout Planning and Analysis, Forecasting Unit 2 Operations Strategy: Operations Strategy, Competitive Capabilities and Core Competencies, Operations Strategy as a Competitive Weapon, Linkage Between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or Components of Operations Strategy, Competitive Priorities, Manufacturing Strategies, Service Strategies, Global Strategies and Role of Operations Strategy. Unit 3 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 Unit 4 An Overview of Inventory Management Fundamentals, Determination of Material Requirement, Safety Management Scheduling, Maintenance Management Concepts, Work Study, Method Study, Work Measurement, Work Sampling, Work Environment, Production Planning and Control (PPC) Industrial Safety, human-machine interface, types of interface designs. Cloud operations Management Unit 5 Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, ISO standards and their Importance, Introduction to re-engineering, value engineering, check sheets, Pareto charts, Ishikawa charts, JIT Pre-requisites for implementation Six Sigma, Lean Management, Reliability Engineering, Safety Engineering, Fault Tree Analysis.
References:	<ol style="list-style-type: none"> 1. William J. Stevenson. 2014, Operations Management, 12th Edition, McGraw-Hill 2. Panneerselvam K. 2012. Production and Operations Management 3rd Edition, Prentice Hall India Learning Private Limited 3. S. N Chary, 2017, Production and Operations Management, McGraw Hill Education; 5 edition
Course Outcomes	<ol style="list-style-type: none"> 1. Inculcate standard operating procedure practices through lecture materials



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	<ol style="list-style-type: none"> 2. Develop the skill of material management through cases 3. Inculcate procurement and supply chain management through cases 4. Understand productivity in an organisation through lecture materials 5. Inculcate the understanding regarding quality management through lecture materials 																																																
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Course code	ABM 506
Course title	Agricultural and Food Marketing Management- I
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	To develop an understanding the concept of marketing system with specific inputs of product, pricing, availability and promotional details.
Course Content	<p>Unit 1 Introduction and Concept/ philosophies of Marketing Management; Product Management: The product, The product mix, Product line extensions, Product line deletions, Branding products, The advantages and disadvantages of branding, Branding decisions Brand loyalty models, Homogenous first-order Markov models, Higher order markov models Packaging, The functions of packaging, Packaging technology, Recent developments in packaging.</p> <p>Unit 2 Pricing objectives, the laws of supply and demand, Elasticity of demand Cross-price elasticity of demand, Practical problems of price theory, Cost - revenue - supply relationships, the meaning of price to consumers, Price as an indicator of quality, Pricing strategies, Cost plus methods of price determination, Breakeven analysis, Market-oriented pricing, Psychological pricing, Geographical pricing, Administered pricing.</p> <p>Unit 3 Channel decisions in relation to marketing strategy, The value of middlemen, Key decisions in channel management, Types of distribution system, Marketing to middlemen, Power and conflict in distribution channels, Physical distribution, Customer service levels, Developing a customer service policy, The total distribution concept, Warehouse management, Inventory management, Calculating the economic order quantity, Transport management, Technological advances in physical distribution, Vehicle scheduling and routing, Fixed and variable routing systems, Vehicle scheduling tools, Vehicle scheduling models, Computer-based vehicle scheduling.</p> <p>Unit 4 The nature of marketing communications, setting marketing communication objectives, Factors influencing the communications mix, the marketing communications mix, Advertising, Sales promotion, Public relations, Personal selling, Digital Marketing, Mobile Marketing, Social Marketing and Social Media Marketing, Training the sales force, change agents, Selecting the media, Establishing the promotional budget, Monitoring the effectiveness of marketing communications</p> <p>Unit 5 Marketing Costs and Margins: Assessing the performance of a marketing system, Marketing efficiency and effectiveness, Operational efficiency, pricing efficiency, Identifying marketing costs and margins,</p>



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	The reference products concept, Handling costs, Packaging costs, Transport costs, Processing costs, Capital costs.
References:	<ol style="list-style-type: none"> 1. Kotler P. Keller K, Koshy A.& Jha M. 2013. Marketing Management– Analysis, Planning, Implementation and Control. Pearson Education. 2. Ramaswamy V S 2017. Marketing Management: A Strategic Decision-Making Approach, McGraw Hill Education 3. Saxena R. 2009. Marketing Management. Mc Graw Hill.4th Edition 4. William Perreault Jr., Mccarthy E. Jerome., 2006, Basic Marketing: A Global Marketing Approach, Tata McGraw Hill 5. Richard Gay, Alan Cjarlesworth, Rit a Esen 2014, Online Marketing, Oxford University Press 6. Mohammed, Fisher, Jaworski and Cahill: Internet Marketing – Building Advantage in a networked economy Tata McGraw-Hill 7. Strauss J. and Frost R. 2013. E-Marketing, Prentice-Hall 8. Roberts M. 2018. Internet Marketing, Cengage Learning 9. Vassos: Strategic Internet Marketing – Practical e-commerce and branding Tactics, Que Books 10. Chaffey, Meyer, Johnston and Ellis – Chadwick. 2009. Internet Marketing, Prentice-Hall/Financial Time
Course Outcomes	<p>CO1 Strategic Marketing Insights: Grasping the fundamentals of marketing management, product management principles including product mix, branding decisions, and loyalty models, and understanding the functions and recent developments in packaging are essential for crafting effective marketing strategies in the dynamic business environment.</p> <p>CO2: Mastery of Pricing Dynamics: Understanding pricing objectives, supply and demand laws, elasticity considerations, cost-revenue relationships, consumer perceptions of price, strategies including cost-plus, breakeven analysis, market-oriented and psychological pricing, as well as administered pricing methods, equips one with comprehensive skills in navigating the complex landscape of pricing decisions.</p> <p>CO3: Strategic Channel Management Proficiency: Navigating channel decisions aligning with marketing strategy, understanding the value of middlemen, addressing power dynamics and conflicts, optimizing physical distribution through warehouse and inventory management, and leveraging technological advances, including computer-based vehicle scheduling, are key learnings for achieving proficiency in strategic channel management.</p> <p>CO4 Strategic Marketing Communications Mastery: Comprehending the nature of marketing communications, setting objectives, navigating the communications mix including advertising, sales promotion, public relations, personal selling, digital, mobile, social, and social media marketing, along with training sales forces, selecting media, budgeting, and monitoring effectiveness, is essential for mastering strategic marketing communications.</p> <p>CO5 Optimizing Marketing Economics: Evaluating marketing system performance involves assessing efficiency and effectiveness, considering operational and pricing efficiency, identifying and managing costs and margins across reference products,</p>



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	including handling, packaging, transport, storage, processing, and capital costs for optimal economic outcomes.							
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Course code	ABM 507
Course title	Agricultural and Food Marketing Management- II
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	To develop learning about the basic concept of marketing with major emphasis on agri and food marketing by equipping the students with the understanding of ecosystem in which the agri organization functions to meet the requirements of the customer profitably
Course Content	<p>Unit 1 The importance of agricultural and food marketing to developing countries, the marketing concept and marketing systems, Marketing sub-systems Marketing functions, Links between agriculture and the food industry, Agricultural and food marketing enterprises, Marketing boards in developing countries, Co-operatives in the agriculture and food sectors, Control and management of secondary co-operatives, the weaknesses of co-operatives, Selling arrangements between co-operatives and their members</p> <p>Unit 2 Market Liberalization: Economic structural adjustment programmes, Macro-economic stabilization, The role of the state in liberalized markets, Strategies for reforming agricultural marketing, Obstacles to be overcome in commercialization and Privatization of agricultural marketing, Dealing with accumulated deficits, Encouraging private sector involvement in agricultural marketing, Impediments to private sector participation in agricultural markets, impact of the macro-economic environment on private traders, Government action to improve private sector performance.</p> <p>Unit 3 Marketing Strategy, Planning and Control: Strategy, policy and planning, Strategic business units, the need for marketing planning, the process of marketing planning, Contents of the marketing plan, Monitoring, evaluating and controlling the marketing planning, Marketing controls, Marketing plan control, Efficiency control</p> <p>Unit 4 New Product Development: The impetus to innovation, New product development process. The adoption process, the effect of products characteristics on the rate of adoption, Buyer behaviour: The influences on buyer behaviour, Exogenous influences on buyer behaviour Endogenous influences on buyer behaviour, the consumer buying decision process, Buyer behaviour and market segmentation, Lifestyle segmentation, Organisational markets Industrial markets, Industrial buyer characteristics</p> <p>Unit 5 Stages in a commodity marketing system, Grain marketing, Challenges for grain marketing systems, fruits and vegetables, Livestock and meat marketing, Poultry and eggs marketing, marketing of fresh milk</p>
References:	1. Acharya, S. S. and Agarwal, N. L., 2011, Agricultural Marketing in India. 4th Ed. Oxford and IBH.



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	<p>2. Kohls, R. L. and Uhj, J. N., 2005, Marketing of Agricultural Products. 9th Ed. Prentice Hall. Mohan J, Agri-Marketing Strategies in India, NIPA</p> <p>3. Sharma Premjit. 2010. Agri-Marketing Management, Daya Publishing House</p>																																																
Course Outcomes	<p>CO1 Empowering Agricultural Markets: Understanding the significance of agricultural and food marketing in developing countries, embracing the marketing concept and systems, exploring marketing sub-systems and functions, recognizing the interplay between agriculture and the food industry, and delving into the dynamics of marketing enterprises, boards, and co-operatives are essential learnings for empowering and enhancing agricultural markets.</p> <p>CO2 Navigating Market Liberalization: Understanding economic structural adjustment programs, the role of the state in liberalized markets, strategies for agricultural marketing reform, overcoming obstacles in commercialization and privatization, addressing accumulated deficits, promoting private sector involvement, and managing impediments to private sector participation are vital learnings for navigating the complexities of market liberalization in agriculture.</p> <p>CO3 Strategic Marketing Governance: Comprehending marketing strategy, policy, and planning, including strategic business units, recognizing the imperative for marketing planning, mastering the marketing planning process, understanding the contents of a comprehensive marketing plan, and honing skills in monitoring, evaluating, and efficiently controlling marketing planning and strategies are key learnings for effective strategic marketing governance.</p> <p>CO4 Innovative Product Dynamics: Embracing the impetus to innovation and the new product development process, understanding the adoption process, the impact of product characteristics on adoption rates, and delving into buyer behavior, including influences, decision processes, and market segmentation, provides a comprehensive foundation for navigating dynamic markets and fostering successful product launches.</p> <p>CO5 Navigating Agricultural Commodity Markets: Understanding the stages in commodity marketing systems, addressing challenges in grain marketing, exploring the dynamics of fruits, vegetables, livestock, meat, poultry, eggs, and fresh milk marketing provides crucial insights for effectively navigating diverse facets of agricultural commodity markets.</p>																																																
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Course code	ABM 508
Course title	Agri Supply chain management
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	To introduce the students to the concepts, processes and framework of agricultural supply chain management.
Course Content	<p>Unit 1 Overview of supply chain management: 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. Innovations in Global Agri-SCM</p> <p>Unit 2 Overview of supply chain management: Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management. SCM Metrics/Drivers and Obstacles.</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 Logistics management: 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. Case Studies on the following:(a) Green Supply Chains (b) Global Supply Chains (c) Coordination in a SC. Value of and distortion of information: Bullwhip effect (d) Sourcing and contracts in SC (e) Product availability with uncertain demand (f) Inventory planning with known /unknown demand (g) Cases from FAO/IFPRI etc.</p>
References:	<ol style="list-style-type: none"> 1. Acharya, S. S., and Agarwal, N. L., 2011, Agricultural marketing in India. Oxford and IBH. 2. Altekar, R. V., 2006, Supply Chain Management: Concepts and Cases.PHI 3. Chopra, S., Meindl, P. and Kalra, D. V., 2016, Supply chain management: Strategy, Planning, and Operation, Pearson Education India



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	<p>4. Mohanty R.P.2010. Indian Case studies in Supply Chain Management & other Learning Resources. OXFORD</p> <p>5. N.Chandrasekaran.2010. Supply Chain Management: Process, system &Practice OXFORD</p> <p>6. Singh Sukhpal. Organic Produce Supply Chains in India-organisation and governance. Allied Publ.</p>																																																
<p>Course Outcomes</p>	<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> <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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Course code	ABM 509
Course title	International trade in agricultural products
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 Introduction to International trade: International trade – basic concepts, WTO and its implications for Indian economy in general and agriculture sector in particular.</p> <p>Unit 2 Introduction to International trade: 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 Introduction to International trade: Importance of foreign trade for developing economy; absolute and comparative advantage, foreign trade of India.</p> <p>Unit 4 Regulations and policy measures for international trade: India's balance of payments; inter regional Vs international trade; tariffs and trade control; exchange rate; the foreign trade multiplier.</p> <p>Unit 5 Regulations and policy measures for international trade: Foreign demand, supply side analysis, opportunity cost, trade and factor prices, implications for developing countries, market entry methods, export procedures & documentations.</p>
References:	<ol style="list-style-type: none"> 1. Study materials by the Center for WTO Studies, ITPO, New Delhi, The Future of Indian Agriculture 2. International Trade and Food Security, Edited by F Brouwer, LEI - Wageningen UR, The Netherlands, P K Joshi, IFPRI, India. 2016
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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	<p>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.</p> <p>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.</p>																																																
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Course code	ABM 510
Course title	Food Technology and Processing Management
Course credit	3(3+0)
Teaching per Week	3 hrs
Course Objective (CO)	Food Technology is the application of food science to the selection, preservation, processing, packaging, distribution and use of safe, wholesome and nutritious food. The food processing industry covers a range of food products.
Course Content	<p>Unit 1 Food Industry in India: 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 Basics of Food Processing: Basic principles of food processing and food preservation through technology interventions; Application of energy, radiations, chemicals and other agents for food preservation; aseptic modes of processing-freezing, quick, cryogenic, high pressure, membrane technology; Packaging of foods, labelling techniques, advanced technologies for packaging.</p> <p>Unit 3 Food Safety and Costs Analysis: Analysis of costs; risk management; Laws and regulations w.r.t to food industry including production, processing and marketing; Food Safety and Quality Standards-AGMARK; BIS/ISO; FPO, FSSAI, TQM, HACCP etc.</p> <p>Unit 4 Case studies on project formulation in various types of food industries: Discussion sessions and analysis of Case studies related to dairy, cereal milling, sugarcane production; baking/confectionary, vegetable storage, handling, egg processing, fish and meat products. ; Cases related to HACCP</p>
References:	<ol style="list-style-type: none"> 1. Acharya SS & Aggarwal NL. 2004. Agricultural Marketing in India. Oxford & IBH. 2. Early R. 1995. Guide to Quality Management Systems for Food Industries. Springer 3. Jelen P. 1985. Introduction to Food Processing. Reston Publishing. 4. Potly VH & Mulky MJ. 1993. Food Processing. Oxford & IBH 5. P. J. Fellows (2016). Food Processing Technology Principles and Practice, Woodhead Publishing, 4th Edition 6. Potter, N. N. (2018). Food science. McGraw-Hill Education, 6th Edition 7. Singh R.P, Heldman D.R (2013). Introduction to Food Engineering. Elsevier Inc., 5th Edition 8. J. Scott Smith, Y.H. Hui (2013) Food Processing: Principles and Applications, Wiley
Course Outcomes	CO1: Basic Understanding of Processing Students will demonstrate comprehensive knowledge and understanding of food technology and processing principles.



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	<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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Course code	ABM 511
Course title	Rural Marketing
Course credit	3 (3+0)
Teaching per Week	3 hrs
Course Objective (CO)	To explore the possibilities and potential of the rural market. It aims at critically analysing the market opportunities, consumer trends and patterns and development of better marketing strategies for the rural areas.
Course Content	<p>Unit 1 Rural Market Concept & Scope: Concept, Definition and Scope of rural marketing, nature and characteristics of rural markets, potential of rural markets in India, rural V/S urban market.</p> <p>Unit 2 Environmental factors: Socio-cultural, economic, demographic, technological and other environmental factors affecting rural marketing.</p> <p>Unit 3 Rural finance: Concept, demand, banking model; Finance Schemes of NABARD, Other Schemes of State Govt, Central.</p> <p>Unit 4 Rural consumer's behaviour: Behavior of rural consumers and farmers; buyer characteristics and buying behaviour; customer relationship management, rural market research .</p> <p>Unit 5 Rural Product strategy: Marketing of consumer durable and non-durable goods and services in the rural markets with special reference to product planning; marketing mix, product mix.</p> <p>Unit 6 Pricing for rural markets: Pricing policy and pricing strategy, distribution strategy, Rural retailing and modern store formats in rural areas.</p> <p>Unit 7 Promotion and communication strategy: Media Planning, Distribution channels, personal selling strategies in rural markets, innovations in rural marketing</p>
References:	<ol style="list-style-type: none"> 1. Krishnamacharyulu & Ramakrishnan. 2010. Rural Marketing: Text and Cases: Pearson Education. 2nd edition 2. Sukhpal Singh.2004. Rural Marketing: Focus on Agricultural Inputs, Vikas Publishing 3. Pradeep Kashyap. 2011. Rural Marketing. Pearson Education 4. Dinesh Kumar and Punam Gupta. 2017. Rural Marketing: Challenges and Opportunities. Sage Publications.
Course Outcomes	<p>CO1 Unlocking Rural Marketing Potential: Grasping the concept, definition, and scope of rural marketing, understanding the nature and characteristics of rural markets, evaluating the vast potential in rural markets in India, and discerning the distinctions between rural and urban markets are essential for unlocking and harnessing the immense opportunities in rural marketing.</p> <p>CO2: Navigating Rural Marketing Environments: Understanding the socio-cultural, economic, demographic, technological, and other environmental factors influencing rural marketing is crucial for developing effective strategies that resonate with the unique dynamics of rural communities.</p>



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	<p>CO3: Decoding Rural Consumer Dynamics: Grasping the behavior of rural consumers and farmers, understanding buyer characteristics and purchasing behavior, implementing effective customer relationship management, and conducting thorough rural market research are essential for navigating and succeeding in the intricacies of rural consumer dynamics.</p> <p>CO4 Strategic Pricing and Distribution in Rural Markets: Crafting effective pricing policies and strategies, devising a thoughtful distribution strategy, and understanding the nuances of rural retailing, including modern store formats, are pivotal for success in catering to the specific needs and dynamics of rural markets.</p> <p>CO5 Strategic Communication in Rural Markets: Mastering media planning, optimizing distribution channels, employing effective personal selling strategies tailored to rural markets, and embracing innovations in rural marketing are essential components of a successful promotion and communication strategy in rural contexts.</p>																																																
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Course code	ABM 512
Course title	Fertilizer Technology & Management
Course credit	3 (3+0)
Teaching per Week	3 hrs
Course Objective (CO)	Provide exposure to most recent Nitrogenous and Complex fertilizer production technologies. Improve participants' technical knowledge over a varied range of fertilizer production techniques. Enhance the participants' analytical and trouble-shooting skills by generating awareness to identify and resolve operational inefficiencies, if any, of their facilities.
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 Raw material Supply; Principles of manufacturing-potassic fertilizers, secondary and micronutrient formulations</p> <p>Unit 3 Production efficiency: Production efficiency and capacity utilization; quality control and legal aspects fertilizer control order</p> <p>Unit 4 Testing facilities; constraints in fertilizer use; assessment of demand and supply of different fertilizers, fertilizer distribution, fertilizer storage.</p> <p>Unit 5 Field trials and demonstrations; environmental pollution due to fertilizers</p>
References:	<ol style="list-style-type: none"> 1. Brady NC & Weil RR. 2002. The Nature and Properties of Soils. 13th Ed. Pearson Edu. 2. Fertilizer Control Order (different years). Fertilizer Association of India, New Delhi. 3. Fertilizer Statistics (different years). Fertilizer Association of India, New Delhi 4. Indian Journal of Fertilizers (different years). Fertilizer Association of India, New Delhi. 5. San Chilli V. 1960. Chemistry and Technology of Fertilizers. American Chemical Soc. Monograph Series. Reinhold Publ. Corp. 6. Tisdale SL, Nelson WL, Beaton JD & Havlin JL. 2002. Soil Fertility and Fertilizers. 5th Ed. Prentice Hall.
Course Outcomes	CO1: Understanding Fertilizer Production Processes: Grasp the fundamental principles and technologies involved in the



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	<p>production of 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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Course code	ABM 513
Course title	Management of Agro Chemical Industry
Course credit	3 (3+0)
Teaching per Week	3
Course Objective (CO)	The agrochemicals (pesticides, hydrogels, plant growth regulators etc.) have played a pivotal role in the past in increasing agricultural productivity and production, and in protecting and preserving the human and animal food, feed, health and the belongings. Plant protection chemicals have and will continue to play a crucial role in meeting the food, feed and fiber needs of the mankind.
Course Content	<p>Unit 1 Introduction: Agro-chemicals: Definition and classification; Basic knowledge of agrochemicals; role and status of agro-chemical industry in India; Pesticides – Classification and Introduction, knowledge of different pesticides.</p> <p>Unit 2 Insecticides: 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: Fungicides – Classification and preliminary knowledge of commonly used fungicides; Biomagnifications of pesticides and pesticidal pollution.</p> <p>Unit 4 Insecticide Act: Introductory knowledge about development of agro-chemicals; Insecticidal poisoning, symptoms and treatment; Main features of Insecticide Act.</p> <p>Unit 5 Plant Protection: 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"> 1. Dhaliwal GS, Singh R & Chhillar BS. 2006. Essentials of Agricultural Entomology. Kalyani. 2. Hayes WT & Laws ET. 1991. Hand Book of Pesticides. Academic Press. 3. Matsumura F. 1985. Toxicology of Insecticides. 2nd Ed. Plenum Publ. 4. Rajeev K & Mukherjee RC. 1996. Role of Plant Quarantine in IPM. Aditya Books.
Course Outcomes	To familiarize the students with the agrochemicals, their structure, classification and development and management of agro-chemical industry.



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	<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> <p>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.</p> <p>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).</p> <p>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.</p>																																																
Mapping between COs with PSOs	<p>Mapping between COs and PSOs</p> <table border="1" data-bbox="576 1335 1426 1563"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> <th>PSO7</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO4</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO5</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>CO = Course outcome with PSO = Program Specific outcome PO1</p>		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	CO1								CO2								CO3								CO4								CO5							
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Course code	ABM 514
Course title	Seed Production Technology Management
Course credit	3 (3+0)
Teaching per Week	3
Course Objective (CO)	The course covers a wide range of seed science and technology issues related to production of high quality seeds, processing, testing, certification, quality control, seed policies and regulations, variety release and registration, seed quality management in seed multiplication systems, seed storage, marketing.
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 & 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"> 1. Agrawal RL. 2017. Seed Technology. Oxford & IBH. 2. Desai BB, Katecha PM & Salunkhe DK. 2009. Seed Handbook: Biology, Production, Processing and Storage. 3. Marcel Dekker. Kelly A. 1988. Seed Production of Agricultural Crops. 4. Longman. McDonald MB Jr. & Copeland LO. 2012. Seed Production: Principles and Practices. Chapman & Hall.



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Course Outcomes	To apprise students regarding principles and efficient management of seed production technology.							
Mapping between COs with PSOs	Mapping between COs and PSOs							
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Course code	ABM 515
Course title	Technology Management for Livestock Products
Course credit	3 + 0
Teaching per Week	3 hr
Course Objective (CO)	Students may study two major topics include meat technology and dairy technology. They may also do research activities on product development, development of functional meat, an extension of shelf life, and development of milk products
Course Content	<p>Unit 1: Present status of livestock products industry in India: Dairy, meat, skin and hides, wool, etc; SWOT analysis of livestock product industry, importance of value addition of livestock products, Concept of organic milk and meat. New techniques of biotechnology for improving food value.</p> <p>Unit 2: Manufacturing technologies: Dairy-Manufacturing technologies of various dairy products and by product utilization. Meat- Manufacturing technologies of meat and its products, industrial processing and utilization of wool and animal by-products, value added egg product development.</p> <p>Unit 3: Milk and meat processing plant: Layout and designing of milk and meat processing plant, abattoir design, sanitation and basic slaughterhouse practices, Plant Management-Production, planning and control, packaging, preservation and storage system for livestock products; transportation system for domestic markets and international markets.</p> <p>Unit4: Total quality management in processing Total quality management in processing of milk and its by product, meat and by product, value added egg duct and wool, Quality control measures during storage transit; extent of losses during storage and transport, management measures to minimize the loss.</p> <p>Unit 5: Marketing livestock products, Milk, meat, wool, fish etc and its by product, Marketing and distribution system of animal products; National and international specifications and quality standards for various products; environmental and legal issues involved.</p>
References:	<ol style="list-style-type: none"> 1. Prabhat Kumar Mandal and Ashim Kumar Biswas (2014). Animal Products Technology, Studium Press India Pvt. Ltd.; 1st Edition 2. Aashim Kumar Bishwas, Prabhat Kumar Mandal (2014). Textbook of Poultry, Egg and Fish processing Technology, Studium Press (India) Pvt.Ltd.
Course Outcomes	<ol style="list-style-type: none"> 1. Understanding the livestock-based products and its utilisation through case study methods



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	<ol style="list-style-type: none"> 2. Inculcate the livestock-based technology for getting good value from the meat as a product through case study methods 3. Understanding the plant management and planning for livestock products through case study methods 4. Understanding the quality aspect of meat production through case study methods 5. Understanding meat marketing and legal issues through case study methods 																																																
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Course code	ABM 516
Course title	Fruit Production & Post harvest management
Course credit	3(3+0)
Teaching per Week	3 hrs
Course Objective (CO)	A dual <i>purpose of preventing losses that occur due to harvest losses of fruits and vegetables vary from 25% to 40%, depending on the kind of produce and the pre and post-harvest practices they are put through.</i>
Course Content	<p>Unit 1 Introduction: Global and National Status of Horticultural production 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: Maturity indices, Harvesting and its relationship with quality, sorting and grading, pre-harvest crop management practices and their influence on quality during storage and marketing</p> <p>Unit 3 Post harvest management in horticulture-procurement: Procurement management, important factors for marketing, standardization and quality control, packaging. Physiology of ripening and senescence. Storage system: on-farm storage-evaporatively cooled stores, ventilated storage, pit storage etc. Refrigerated storage refrigeration cycle, controlled/modified atmosphere, hypobaric storage.</p> <p>Unit 4 Post harvest management in horticulture process: Application of growth regulators for quality assurance, post-harvest treatments: pre cooling, heat treatments (hot water, hot air and vapor heat), fungicides & biologically safe chemicals, irradiation, curing, pulsing <i>etc.</i> Packing line operations, packaging of horticultural produce. Transportation rail, road, sea, air. Codex norms for export of perishables. 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 Marketing of fruits: Problems in marketing of fruits, and government policy; quality standards for domestic and international trade.</p>
References:	<ol style="list-style-type: none"> 1. Acharya SS & Aggarwal NL. 2004. <i>Agricultural Marketing in India</i>. Oxford & IBH. 2. Early R. 1995. <i>Guide to Quality Management Systems for Food Industries</i>. Springer 3. Jelen P. 1985. <i>Introduction to Food Processing</i>. Reston Publishing. 4. Potly VH & Mulky MJ. 1993. <i>Food Processing</i>. Oxford & IBH 5. P. J. Fellows (2016). <i>Food Processing Technology Principles and Practice</i>, Woodhead Publishing, 4th Edition



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	<p>6. Potter, N. N. (2018). <i>Food science</i>. McGraw-Hill Education, 6th Edition</p> <p>7. Singh R.P, Heldman D.R (2013). <i>Introduction to Food Engineering</i>. Elsevier Inc., 5th Edition</p> <p>8. J. Scott Smith, Y.H. Hui (2013) <i>Food Processing: Principles and Applications</i>, Wiley</p>																																																
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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Course code	ABM 517
Course title	Farm Power & Machinery Management
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The role of mechanization and its relationship to productivity, employment, social and technological change; performance and power analysis (Various sources of farm power, their availability and utilization) cost analysis of mechanized agriculture.
Course Content	<p>Unit 1 Farm power and tractors: Farm power in India - sources, IC engines – working principles, two stroke and four stroke engines, IC engine terminology, different systems of IC engine. Tractors – types and utilities.</p> <p>Unit 2 Tillage and Tillage machinery: Tillage – ploughing methods – primary tillage implements – mould board, disc plough and chisel plough – secondary tillage implements – cultivators, harrows and rotovators – wetland equipment – puddlers, trammers and cage wheels.</p> <p>Unit 3 Sowing, Planting and Intercultural Equipment: Sowing methods – seed drills, seed cum fertilizer drills – Paddy transplanters – nursery requirements – implements for intercultural operations – wet land, dry land and garden land intercultural tools. Plant Protection Gadgets, Harvesting Machinery and Horticulture tools: Plant protection equipment, tools for horticultural crops.</p> <p>Unit 4 Agricultural equipments industry: Agricultural equipments production, marketing and constraints; establishment of agricultural engineering enterprises (agro service centers, etc.). Equipment for land development and farm machinery selection: Equipment for land development and soil conservation.</p> <p>Unit 5 Cost analysis of operations: Cost analysis of operations using different implements, economic performance of machines, optimization of tractor implements system and transport of farm produce. Cost of operation of farm machinery – Tractor and implement selection</p>
References:	<ol style="list-style-type: none"> 1. Senthilkumar, T., R. Kavitha and V.M.Duraisamy 2015. A text book of farm machinery, Thannambikkai Publications, Coimbatore. 2. Jagadishwar Sahay, 2010. Elements of agricultural engineering. Standard Publishers Distributors, New Delhi.
Course Outcomes	<p>CO1 Empowering Agriculture: Understanding Farm Power Sources, IC Engine Dynamics, and Tractor Varieties and Applications in the Indian Context.</p> <p>CO2: Cultivating Efficiency: Exploring Tillage Techniques and Machinery - From Ploughing Methods to Wetland Equipment, Enhancing Agricultural Practices for Productivity.</p> <p>CO3: Precision in Agriculture: Leveraging Advanced Equipment for Efficient Sowing, Intercultural Operations, and Plant Protection in Crop Cultivation.</p> <p>CO4 Cultivating Progress: Unveiling Agricultural Equipment Industry Dynamics - Production, Marketing Challenges, and the Genesis of Agricultural Engineering</p>



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	Enterprises, with a Focus on Land Development and Soil Conservation Machinery Selection. CO5 Efficiency in Agriculture: Unveiling Cost Analysis Insights - from Implement Economics and Machinery Optimization to Streamlined Farm Produce Transport.							
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Course code	ABM 518
Course title	Food retail management
Course credit	2 (2 + 0)
Teaching per Week	2 hr
Course Objective (CO)	Identify the most dramatic change in food retailing today; Assess the variety and Define a target market; Explain why a retailer would want to meet the needs of a Customer. Describe the steps to recruiting top talent; Identify selection and training, protection equipment, tools for horticultural crops.
Course Content	<p>Unit 1: Introduction to Food market: 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: Value chain and value additions across the chain in food retail, Principal trends in food wholesaling and retailing, Competition and pricing in food retailing, various retailing formats, the changing nature of food stores, market implications of new retail developments, food service marketing.</p> <p>Unit 3: Marketing Mix in Food Retail Management: Merchandise Management, Pricing Strategies used in conventional and non-conventional food retailing, Public distribution system, 4P Promotion mix for food retailing, Management of sales promotion and Publicity, Advertisement Strategies for food retailers & Brand Management in Retailing.</p> <p>Unit 4: Managing Retail Operations: Managing Retailers' Finances, Merchandise buying and handling, 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"> 1. Singh, Sukhpal, 2011. Fresh food retails in India: Organisation and impacts, Allied publishers Pvt. Ltd., New Delhi 2. Mahapatra. S, Food Retail Management, Kalyani Publishers 3. Zentes, Joachim, Morschett, Dirk, Schramm-Klein, Hanna (2017). Strategic RetailManagement: Text and International Cases, Springer Gabler 4. Agrawal, Narendra, Smith, Stephen A. (2015). Retail Supply chain Management: Quantitative Models and Empirical Studies, Springer; 2nd revised edition



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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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Course code	ABM 519
Course title	Management of Agricultural Input Marketing
Course credit	2 (2+0)
Teaching per Week	2
Course Objective (CO)	agricultural input marketing and an exposure to social and ethical issues is oriented in the course. The present course aims at familiarizing the participants with various aspects of agricultural input marketing in India.
Course Content	<p>Unit 1 Market for agricultural inputs: Nature of demand, promotional media, nature of competition, a framework for understanding the markets for inputs, agronomic potential, agro economic potential, effective demand, actual consumption.</p> <p>Unit 2 Marketing of seeds: Government policy, product, trade practices in seed production, seed pricing, input costs, distribution system, management of seed distribution. proper storage of seeds, promotion, problems faced by seed industry, strategy for a seed enterprise, source of seeds, terms of transaction for seed procurements.</p> <p>Unit 3 Marketing of fertilizers: Nature of Indian fertilizer market, product, fertilizer distribution, marketing cost and margins, credit, dealer selection and management, fertilizer promotion and extension, promotional program, advertising in fertilizers, emerging marketing mix in fertilizer, extension strategy for the future, marketing of biofertilizers, strategies for fertilizer marketing.</p> <p>Unit 4 Marketing of pesticides: Market profile, structure of industry, farmer behaviour, problems of farmers in pesticide purchase and usage, marketing mix, bio pesticides market development and promotion activities, problems in marketing of bio pesticides. Integrated pest management.</p> <p>Unit 5 Marketing of tractors: Segments in tractor market, market share, nature of demand, buyer behaviour, role of distribution, promotion, MNC's. Marketing of credit-Nature of market, market segment, market players, marketing mix, marketing options. Strategies for input marketing- Client and location specific promotion, joint promotion, interdependence of input markets, management of demands, developmental marketing, usp, extension services, ethics in business, sustainability.</p>
References:	<ol style="list-style-type: none"> 1. Mahapatra. S. <i>Management of Agricultural Inputs</i>, NIPA Publishers 2. S. P. Seetharaman : <i>Agricultural Input Marketing</i>, Oxford & IBH Pub. Co.



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	<p>3. C. S. G. Krishnamacharyulu: <i>Rural Marketing: Text and Cases</i>, Pearson Education India</p> <p>4. Pingali Venugopal (2014). <i>Agri-input Marketing in India</i>, SAGE Publication; 1st Edition</p>																																																
Course Outcomes	<p>To enhance the understanding and analytical capabilities with respect to products, market environment, and operational issues in marketing of agricultural inputs.</p> <p>CO1: Agricultural inputs are defined as products permitted for use in organic farming. These include feedstuffs, fertilizers and permitted plant protection products as well as cleaning agents and additives used in food production.</p> <p>CO2: Agricultural marketing is important not just for increasing productivity and consumption, but also for accelerating economic growth. Its dynamic functions play a critical role in encouraging economic growth.</p> <p>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.</p> <p>CO4: Comprehensive marketing strategy formulation and effective implementation in highly competitive market are given substantial important.</p> <p>CO:5: The product domain includes seeds, fertilizer, agrochemical, bio product and farm machinery and equipment give better understanding of input market for rural population.</p>																																																
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Course code	ABM 520
Course title	Feed Business Management
Course credit	2
Teaching per Week	0
Course Objective (CO)	It will help in gaining a deeper understanding of the production, processing and marketing of cattle feed, poultry feed and fish feed.
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. livestock and poultry feeds.</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"> 1. Frank B. Morrison (1961). Feeds and Feeding, Abridged, Morrison Publishing; 9th edition John Moran (2005). Tropical Dairy Farming: Feeding Management for Small Holder Dairy 2. Farmers in the Humid Tropics, Csiro Publishing 3. John Moran and Scott McDonald (2010). Feed pads for Grazing Dairy Cows, Csiro Publishing. 4. Richard O. Kellems and David C. Church (2009). Livestock Feeds and Feeding, Pearson; 6th Edition
Course Outcomes	<ol style="list-style-type: none"> 1. Inculcate the information regarding demand and supply of feed resources through power point presentation 2. Understanding animal feed requirements and resources through case study



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	<p>3. Inculcate the information of plant lay out of design through circulation of quality materials through different books</p> <p>4. Understanding the mineral mixture preparation through literatures and online materials</p> <p>Understanding feed distribution strategy through case study</p>																																																
Mapping between COs with PSOs	<p>Mapping between COs and PSOs</p> <table border="1" data-bbox="568 450 1383 685"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> <th>PSO7</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO4</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO5</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>CO = Course outcome with PSO = Program Specific outcome PO1</p>		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	CO1								CO2								CO3								CO4								CO5							
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Course code	ABM 521
Course title	Management of Veterinary Hospitals
Course credit	2 (2+0)
Teaching per Week	2 hrs
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 & scientific inventory control. Information system and materials management performance. Equipment maintenance, condemnation & 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 & 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 & Methodology, Reports and Reporting system. Contemporary and need-based methods of accounting; General consideration. Need based information system. Applicability in surveillance & monitoring; planning & 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:	<ol style="list-style-type: none"> 1. Veterinary Practice Management: A Practical Guide by Maggie Shilcock and Georgina Stutchfield. 2. Veterinary Hospital Management: A Clinical Guide by Karen Parker.
Course Outcomes	<p>CO1: Healing Hands: Unveiling the Objectives of Veterinary Hospitals and Adapting to Varied Operational Scenarios for Optimal Care.</p> <p>CO2: Healthcare Harmony: Crafting the Ideal Hospital - Efficient Resource Optimization, Streamlined Materials Management, and Robust Information Systems for Enhanced Performance.</p>



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	<p>CO3: Empowering Healthcare Excellence: Management's Accountability in Skill Utilization, Technological Advancements, Effective Record Keeping, and the Integration of Total Quality Management Principles in Veterinary Practices.</p> <p>CO4 Digital Wellness: Leveraging Hospital Information Systems for Effective Control, Financial Management, and Informed Decision-Making - A Comprehensive Guide to Records, Reports, and Contemporary Accounting in Healthcare.</p> <p>CO5 Balancing Health and Wealth: Integrating Economic Functions, Animal Health Economics, and Legal Aspects for an Effective Quality Control System in Veterinary Hospitals.</p>																																																
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Course code	ABM 522
Course title	Poultry and Hatchery Management
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	To give the opportunity for trainees to learn about raising chickens for their meat and eggs in order to manage a small-scale, commercial poultry enterprise that will be profitable
Course Content	<p>Unit 1 Poultry and hatchery Business: Poultry and hatchery industry; Present scenario of Poultry industry, Integration in poultry farming, Scope and future perspective, role of management in poultry industry.</p> <p>Unit 2 Poultry and hatchery unit: Planning and establishing a poultry and hatchery unit- location, size and construction; farm and hatchery equipments 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 management: 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 Personal management and insurance: 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:	<ol style="list-style-type: none"> 1. Hand book of poultry science 2. G. K. Rathinam , (2015) Manual of Hatchery Management: For Poultry Professionals Hardcover.
Course Outcomes	<p>CO1: Feathers of Success: Insights into Poultry and Hatchery Business, Current Dynamics, Integrated Farming, and the Crucial Role of Management in Shaping the Future.</p> <p>CO2: From Blueprint to Brood: Strategic Planning, Infrastructure Essentials, and Effective Management Principles for Successful Poultry and Hatchery Units.</p> <p>CO3: Eggs to Chicks: Mastering Incubation and Hatching for Quality Poultry Production - Factors Influencing Hatchability, Bio-security Measures, and Best Practices in Chick Handling, Grading, and Delivery.</p> <p>CO4 Franchise Hatcheries Mastery: Tailored Hatching Processes, Comprehensive Livestock Management, Crisis Handling, and Efficient Operations from Industrial Breeding to Waste Management.</p>



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	CO5 Human Capital and Market Success: Navigating Labor Relations, Marketing Strategies, and Innovative Sales Approaches for Personal Management and Insurance.							
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Course code	ABM 523
Course title	Management of Floriculture and Landscaping
Course credit	2(2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The objective of this course is to expose the students to floriculture and landscaping technologies and their Agri-business implications including international trade.
Course Content	<p>Unit 1 Introduction: Introduction, importance and scope of floriculture and landscaping; Recent advances in the floriculture industry.</p> <p>Unit 2 Indoor and ornamental plants: Raising of foliage plants in pots, production technology of ornamental plants, commercial cultivation of flower crops (rose, jasmine gladiolus, tuberose, marigold, aster, carnation, gerbera, cilium chrysanthemum; special techniques for forcing of flowers for export.</p> <p>Unit 3 Introduction: Drying and dehydration of flowers; bonsai; scope of landscaping, response of flowering plants to environmental stresses</p> <p>Unit 4 Landscape gardening: Styles of gardening; modern and traditional garden planning; Socio-aesthetic planning; use of computers in designing gardens; planning towns</p> <p>Unit 5 Value Addition in floriculture: Extraction, purification and storage of essential oils and perfumes; post-harvest storage changes; packing techniques of produce harvesting of flowers for export and home use, Export-Import trade in flowers and their specifications along major trading countries.</p>
References:	<ol style="list-style-type: none"> 1. Banker, Narendra <i>Landscape gardening</i>, 2011, IBDC publishers, Lucknow 2. Misra, R. L. and Misra, Sanyat. 2012, <i>Landscape gardening</i>, Westville Publishing House, New Delhi 3. Chadha K. L and Choudhary B. 2006, <i>Ornamental Horticulture in India</i>. ICAR. New Delhi 4. Grindal E. W. <i>Every Day Gardening in India</i>. D.B. Tarporevala Sons. 5. Randhawa G. S. and Mukhopadhyay A. 1998, <i>Floriculture in India</i>. Allied Publ., New Delhi
Course Outcomes	<p>CO1: Introduction to floriculture and landscaping: Understanding future scope of the segment</p> <p>CO2: Technological advancements: Commercial techniques available</p> <p>CO3: Preservation techniques Understanding of drying and dehydration of flowers and methods to reduce stress on flowers</p> <p>CO4: Design Innovations identify market opportunities, innovate in design and management practices, and communicate the business potential of entrepreneurial initiatives in the floral and landscaping industry.</p> <p>CO5: Value added products made from flowers: Understanding of the value added products as well as by products that can help in economic gain realisation</p>



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Mapping between COs with PSOs	Mapping between COs and PSOs							
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Course code	ABM 524
Course title	Risk Management in Agri Business
Course credit	2(2+0)
Teaching per Week	2 hrs
Course Objective (CO)	Identification, mitigation and management of risk is unique to agriculture-production, markets, finance, Institutions and HR. Policy implications at local, regional, national as well as international level. Data analysis and research findings to help in decision making at firm and industry levels using history to guide future events/projection, Degree of risk varies in agri- business compared to other sectors.
Course Content	<p>Unit 1. Financial Intermediation, Indian Financial system, Origin and Growth of Banking. RBI and its functions. Principles of Banking, Banking Law and Practice. Nationalization of Banks in India, Deposit Products, Lending Activities, Retail Banking, Wealth Management, Financing SMEs, Corporate Banking, Forex Management, Fee-Based & Subsidiary Services, Plastic Money, Role of Central Banks, Emerging Trends in Banking, Fundamentals of International Banking.</p> <p>Unit 2: Strategic Issues in Bank Marketing, Positioning Bank Services in the Market, New Product Development, Pricing and Launching, New Distribution Channels for Bank Marketing, Communicating and Promoting Bank Services, Improving Quality and Productivity, Customer Relationship Management in Banks, Globalizing Bank Services, Opportunities and Challenges in Bank Marketing.</p> <p>Unit 3: Credit Policy in Banks, Principles of Credit Management, Objectives of Credit Management, Credit Disbursal and Monitoring, Credit Deployment and Types of Borrowers, Follow up and Recovery Management, Treasury Operations, Introduction to Risk Management in Banks, Rural Banking in India, Security Considerations, Control System in Banks, Corporate Governance in Banks, Annual Reports and Statutory Audit.</p> <p>Unit 4: Introduction to Banking Operations, Front Office and Back Office Operations, Operational Controls, Demand Forecasting and Resource Allocation, Policy Framing – Deposits, Advances and Investments, Services Design and Delivery Strategies in Banks, Service Quality Metrics, Work Measurement and Quality Assurance, Payment and Settlement Systems, RTGS and Clearing House, Cash Management Services, Facilities Planning, ERP in Banks, BPR in Banks, IT Enabled Supply Chain Management, Disaster and Recovery Management.</p> <p>Unit 5 . Introduction to Risk, Risk Management Essentials, Measurement of Risk, Loss Exposure, Risk Management – Non-insurance Techniques, Introduction to Insurance, Principles of Insurance, Insurance Industry, Insurance Market, Insurance as Risk Management Techniques, Selection and Implementation of Risk Management Techniques.</p>
References:	1. Jyotsna Sethi&Nishwan Bhatia. 2012. Elements of Banking and Insurance. PHI Learning Wang Jian & Abdur Rehman. 2016. Risk



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	<p>Management in Agriculture: Theories and Methods. Science Publishing group</p> <p>2. Hardaker J. B., Huirne R.B.M., Anderson J. R., Lien G (2004). Coping With Risk in Agriculture, CABI Publishing, 2nd Edition</p> <p>3. Rose P. S, Hudgins S. C (2006). Bank Management & Financial Services. Mcgraw-Hill College; 7th edition</p>																																																
Course Outcomes	<p>CO1. Risk Identification: Students will be able to identify and assess the various types of risks inherent in agribusiness operations, including production, market, financial, and environmental risks.</p> <p>CO2. Risk Mitigation Strategies: Students will be able to develop and implement risk mitigation strategies specific to agribusiness, including the use of insurance, hedging, diversification, and other risk management tools to minimize the impact of adverse events.</p> <p>CO3. Financial Analysis for Risk Assessment: Students will be able to conduct financial analysis to assess the impact of risk on agribusiness operations, and to evaluate the financial implications of risk management decisions.</p> <p>CO4. Regulatory Compliance and Legal Aspects: Students will be able to understand the regulatory and legal framework related to risk management in agribusiness, including compliance with environmental regulations, food safety standards, and contractual obligations.</p> <p>CO5. Decision Making Under Uncertainty: Students will be able to make informed decisions under conditions of uncertainty and risk, considering factors such as probability, expected value, and risk tolerance, to optimize outcomes in agribusiness operations.</p>																																																
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Course code	ABM 525
Course title	Management of Agri Business Co-Operatives
Course credit	2 (2+0)
Teaching per Week	2
Course Objective (CO)	Proper management enables cooperatives to offer high quality, efficient and effective services to their members. Moreover, well managed agricultural cooperatives can also contribute to wider development issues such as food security, sustainable use of natural resources and inclusive employment creation
Course Content	<p>Unit 1: Cooperative administration: 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: Cooperative Movement: 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> <p>Unit 6: FPO- Overview and Basic Concepts, Structure, Formation and Functions, Schemes & Policy Initiatives, Business Planning, Financial Management, Managing Farmer Producer Organisations, Opportunities and challenges involved, Successful models.</p>
References:	<ol style="list-style-type: none"> 1. Kamat GS. 2011. New Dimensions of Cooperative Management. Himalaya Publ. House. 2. Ansari AA. 1990. Cooperative Management Patterns. Anmol Publ. 3. Ravichandran & Nakkiran. 2009. Cooperation (Theory & Practice) Neha Publishers & Distributors; Sah AK. 1984. Professional Management for the Cooperatives. Vikas Publ. House Anwar. S A. 4. HRM Practice in Cooperative Sector. Idea Publishing 5. Sukhpal Singh Farmer producer Organization
Course Outcomes	<ol style="list-style-type: none"> 1. Imparting Cooperative principles in the mindset of students through case study methods 2. Lead to social responsibility and sustainability in agriculture through case study methods 3. Cooperative management is the best way to conflict resolution and resource allocation through case study methods 4. Understanding the concept of laws in cooperative management and its administration through case study methods



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	5. Inculcate the knowledge of cooperative principles across the sector through case study methods							
Mapping between COs with PSOs	Mapping between COs and PSOs							
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CO = Course outcome with PSO = Program Specific outcome PO1								



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Course code	ABM 526
Course title	Business Analytics for Agriculture
Course credit	2 (1+1)
Teaching per Week	3 hrs
Course Objective (CO)	To make the students understand the concepts of data science tools and techniques and develop the skills for using it strategically and for the developing of the agri business sector.
Course Content	<p>Unit 1 Introduction to data science, evolution of data science, work profile of a data scientist, career in data science, nature of data science, typical working day of a data scientist, importance of data science in agribusiness; defining algorithm, big data, business analytics, statistical learning, defining machine learning, defining artificial intelligence, data mining; difference between analysis and analytics, business intelligence and business analytics, typical process of business analytics cycle.</p> <p>Unit 2 Fundamentals of R and RStudio, fundamentals of packages of RStudio, data manipulations, data transformations, normalization, standardization, missing values imputation, dummy variables, data visualization (2D and 3D), basic architecture of machine learning analytical cycle, descriptive analytics case study covering data manipulation, measures of central tendency, measures of dispersion, measures of distribution, measures of associations, t-test, f test, ANOVA, Chi -square test, basic statistical modelling framework.</p> <p>Unit 3 Supervised machine learning: Basic framework, regression models and classification models. Linear regression, nonlinear regression, multiple regression, polynomial regression, lasso regression, ridge regression, stepwise regression, quantile regression, logistic regression.</p> <p>Unit 4 Supervised machine learning: Linear discriminant analysis, principal component analysis, factor analysis, support vector machines, naïve Bayes, nearest neighbors, decision trees, random forest, ensemble methods, <i>k</i>-fold cross validation, X gradient boosting. Unsupervised machine learning-basic framework, concept of clustering, k-means, c-means, hierarchical clustering, hidden markov models, forecasting models (AR, MA, ARMA and ARIMA).</p> <p>Unit 5 Deep learning: Basic framework of neural nets, types of neural nets, computer vision, object detection and localization, gradient descent optimization for loss function, regularization L1 and L2, feed forward neural nets, back propagation, recurrent neural nets, convolutional neural nets, reinforcement neural net, concurrent net, introduction to IoT. All the illustrations used in the syllabus of Data Science in Agribusiness will be primarily from agribusiness domains and RStudio will be used for practical purposes.</p>



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References:	<ol style="list-style-type: none"> 1. Deep Learning with R. MEAP Edition, Manning Early Access Program. Version 1, © 2017, Manning Publication 2. R. Gareth James, Daniela Witten, Trevor Hastie and Robert Tibshirani. 2017. An Introduction to Statistical Learning with Application in R. Springer Publication 3. Frank Millstein. 2018. Machine Learning With Tensor flow: A Deeper Look At Machine Learning With TensorFlow 4. Jeffrey Stanton. 2012. Introduction to Data Science. Version 3, SAGE Publications 																																																
Course Outcomes	<p>CO1: Introduction to Data Science: It gained the comprehensive understanding of the field of data science. It includes key terms such as algorithm, big data, business analytics, statistical learning, machine learning, artificial intelligence, and data mining, etc.</p> <p>CO2: Introduction to R Software: It gives strong foundation with practical aspects using R and R Studio. It covers the practical skills in handling different data and visualization with different statistical test.</p> <p>CO3: Supervise Machine Learning: It covers basic framework of supervise machine learning and its models including linear regression, nonlinear regression, multiple regression, polynomial regression, lasso regression, logistic regression, etc.</p> <p>CO4: Unsupervised Machine Learning: It includes the unsupervised machine learning framework including concept of clustering, k-means, hierarchical clustering and forecasting models.</p> <p>CO5: Deep Learning: It covers the basic concepts of deep learning and internet of things.</p>																																																
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Course code	ABM 527
Course title	Dairy Business Management
Course credit	1 (1+0)
Teaching per Week	1
Course Objective (CO)	The main objective of dairy management course is to provide basic input to students about production, planning and management of dairy farms, entrepreneurship development in milk preservation, entrepreneurship development in dairy processing and management of dairy farm, co-operative and industry
Course Content	<p>Unit 1: Dairy Development in India: Dairy organizations: functioning, Challenges and Opportunities, Anand pattern dairy Cooperatives: features and impact; Public sector dairy schemes, Dairy Development schemes, Dairy problems and policies, National Dairy Plan-I, Rise of Producer Companies. Policy Frameworks in context to dairying.</p> <p>Unit 2: Dairy Plant Management System: Production planning and control in dairy plants, milk procurement from the rural milk producer, milk processing and products manufacturing. Pricing and marketing of milk and milk products. Survey on milk production potential and marketed surplus of milk for setting up of milk plants, energy utilization, Conventional and nonconventional sources of energy used in dairy sector. Concept of Quality; TQM concept and Kaizen in Dairy Industry, new concepts in quality assurance (HACCP; ISO certification); patent laws, pollution control laws in relation to dairy plants. Guidelines for obtaining ISO/HACCP certification for dairy plants. SQC in dairy operations</p> <p>Unit 3: Marketing Management, Supply Chain and International Trade in Dairy sector: Marketing mix in relation to dairy sector, marketing environment. Marketing Opportunities Analysis in Milk and Milk Products: Demand status of Milk and milk products in the country, growth rates, Marketing research and marketing information systems; Market measurement present and future demand; Market forecasting. Market segmentation, Product-mix; Promotion mix decisions. Advertising; Sales Promotion. Food and Dairy Products Marketing, Consumer Buying Behaviour; New product development process Price determination and pricing policy International Marketing Marketing; Composition & direction of Indian exports Exports- Direct exports, indirect exports; WTO and its Implications; SPS/TBT; Supply chain Management in Dairy sector Logistics Management: Primary and Secondary Markets; Distribution channels; chilling points</p> <p>Unit 4: Strategic, HR Management and Entrepreneurship in Dairy Sector: PESTLE analysis, BCG matrix, Strategic Management in dairy industry, Governance Structure in Dairy Sector, Management control System. Organizational Performance parameters – Quantitative and</p>



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	<p>Financial, Use of Balanced Score card and other strategy control tools. HR management practices in dairy sector, Promotions, transfers employee remuneration and other HR benefits and problems. Motivation, turnover, employee capacity building, Training and orientation etc. social and business economics; industrial relations and human values; labour laws; trade unionism Business Plan Preparation; TIDP plant setting; Compliances Systems in Dairy Industry</p> <p>Unit 5: Financial Management and Financial Analysis in dairy sector: Nature and uses of financial analysis, Liquidity ratios, Leverage ratios, Activity ratios, Profitability ratios, Utility of Ratio analysis. Sources of long term capital in dairy Industry: Grants from NDDDB, Grants from NABARD, Government and Other Schemes, cost of debt, debentures, preference share capital, equity share capital & retained earnings, overall cost of capital. Capital budgeting in dairy Industry. Various techniques: NPV, IRR, etc. Financial Planning and control in dairy Industry: Budgeting process, Problems and practices in Budgeting and evaluation. Cost Volume – Profit analysis and operating leverage, Breakeven analysis, Profit analysis and operating analysis, Utility of CVP analysis. Costing in Dairy sector: Costing Techniques and Costing of various dairy products – Milk costing based on Fat and SNF, Ice cream, milk, Paneer, etc. Essentials of sound costing syst em. Different methods of costing, elements of cost: Labour- recording of time, idle time, methods of remunerating labour, Premium & Bonus Plans, Materials, Overheads.</p>																																																
References:	<ol style="list-style-type: none"> 1. Acharya R M & Puneet Kumar, Dairy Production & Business Management EIRI, Dairy Farming 2. Rao Venkateswara, Dairy Farm Business Management 3. Singh Umashankar, Dairy Farming 																																																
Course Outcomes	<ol style="list-style-type: none"> 1. Understanding the dairy business management and environment through case study 2. Understanding the quality related issues in dairy sector through expert lectures 3. Understanding the dairy marketing and strategy through case study materials 4. Understanding business external forces and their impact in business through case study and expert lecture 5. Understanding the institutions of dairy business through circulation of study materials 																																																
Mapping between COs with PSOs	<p>Mapping between COs and PSOs</p> <table border="1" data-bbox="507 1592 1434 1816"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> <th>PSO7</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO4</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO5</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	CO1								CO2								CO3								CO4								CO5							
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Course code	ABM 528
Course title	Agri Extension Management
Course credit	1 (1+0)
Teaching per Week	1 hr
Course Objective (CO)	To enhance the techno-managerial competence of extension functionaries and to acquaint the extension functionaries on the latest developments in the field of agricultural extension To equip the extension functionaries in latest tools and techniques for participatory decision making and to develop an insight into various extension models to enrich the agri - value chain
Course Content	<p>Unit 1 Approaches to Agricultural extension : A critical of different approaches to extension, Importance and relevance of indigenous knowledge system, identification and documentation of ITK, Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, Training of Stakeholders of AKIS.</p> <p>Unit 2 Cyber Extension: Concept of cyber extension, national and international cases of extension projects using ICT and their impact of agricultural extension, alternative methods of financing agricultural extension - Scope, limitations and experience and cases. Research - Extension - Farmer - Market linkage: Importance, Scope, Implications etc., Market – Led Extension, Farmer – Led Extension, Concept of Farm Field School, Farm School, Public - Private partnership: Meaning, Models, Identification of various areas for partnership. Stakeholder’s analysis in Extension. Main streaming gender in Extension - Issues and Prospects</p> <p>Unit 3 Implications of WTO: OA for extension services, re-orientation of extension services for agri-business and marketing activities, GOI- NGO collaboration to improve efficiency of extension.</p> <p>Unit 4 Extension and contemporary issues: Extension and issues related to rural poverty. Privatization of Extension. Intellectual Property Rights (IPRs). Extension Reforms in India – Decentralized decision making, bottom up planning, Farming System and Situation based Extension Delivery System, Extension delivery through Commodity</p>



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	Interest Groups. Organization innovations in Extension - ATIC, IVLP, Kisan Call Centers.																																																
References:	<ol style="list-style-type: none"> 1. Gulshan SS & Kapoor GK. 2003. Business Law including Company Law. 10th Ed. New Age Publ. 2. Kapoor ND. 2005. Business Law. S. Chand & Sons. 3. Tulsain PC. 2006 Business Law. Tata McGraw Hill. 4. Tuteja SK. 2005. Business Law for Managers. S. Chand & Sons. 																																																
Course Outcomes	<p>By the end of the course student will be able to critically analyze different Agricultural Extension approaches, understand Agricultural Knowledge Information System (AKISs) ITK, Understand Advances in Extension - Cyber extension, ICT enabled extension services; Market Led Extension, Public Private Partnership, Mainstreaming gender in extension organizational Innovations.</p> <p>CO1: Contract Act deals with The elements of a contract, including identification, offer, acceptance, consideration, meeting of the minds, competency and capacity, and contract legality.</p> <p>CO2: Company laws deal 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: It will 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 aware of legal frame work of human resource management</p> <p>CO5: Ethics is what guides us to tell the truth, keep our 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</p>																																																
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Course code	ABM 529
Course title	Renewable Energy Sources Management
Course credit	1(1+0)
Teaching per Week	1 hrs
Course Objective (CO)	The course aims to provide fundamental clarity regarding various renewable & alternative energy sources/ technologies options available today, their usage potential & related aspects like cost, impact on the environment, etc.
Course Content	<p>Unit 1 Introduction: Concept on alternate and non-conventional energy sources. Biofuels, Geothermal, Ocean, Hydropower, Biogas, Solar and Wind energy.</p> <p>Unit 2 Commercial application: Commercial application of renewable energy sources and its benefits. Government Policy towards promoting renewable energy.</p> <p>Unit 3 Institutional Framework: MNRE, CREDA-Renewable Energy Development Authority, State level Renewable Energy Development Agency, Society of Renewable Energy.</p> <p>Unit 4 Devices for renewable energy development: Biogas plant, Wind Mills, Solar Cells – Solar Pumps, Solar Dryers, Solar water heating system etc.</p>
References:	<ol style="list-style-type: none"> 1. Bent Sørensen (2010). <i>Renewable Energy: Physics, Engineering, Environmental Impacts, Economics and Planning</i>, Elsevier Publishing; 4th Edition 2. Nicola Armaroli, Vincenzo Balzani and Nick Serpone (2013). <i>Powering Planet Earth– Energy Solutions for the Future</i>, Wiley 3. Godfrey Boyle (2012). <i>Renewable Energy: Power for a Sustainable Future</i>, Oxford; 3rd Edition 4. John Twidell, Tony Weir (2013). <i>Renewable Energy Resources</i>, CRC Press; 3rd Edition Ansari 5. Irfan Ahmed <i>Renewable Energy Sources</i> by Jain Brothers
Course Outcomes	<p>CO1: Importance of Renewable energy for sustainability Emphasize the importance of environmentally sustainable practices in renewable energy management.</p> <p>CO2: Trends and Challenges Analyze and communicate global trends and challenges in the renewable energy sector.</p> <p>CO3: Factors influencing the adoption. Understand the geopolitical and socio-economic factors influencing the adoption and management of renewable energy sources worldwide.</p> <p>CO4: Awareness of Industry practices Demonstrate awareness of international best practices and standards in renewable energy management.</p> <p>CO5: Regulatory framework regulatory frameworks and policy considerations affecting the renewable energy industry.</p>



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Course code	ABM 530							
Course title	Quality Management for Agri Business							
Course credit	1(1+0)							
Teaching per Week	1 hrs							
Course Objective (CO)	The focus of the process is to improve the <i>quality</i> of organizations outputs, including goods and services, through continual improvement of internal practices							
Course Content	Unit 1	Basic concepts of quality management: importance of quality and the role of quality assurance in agribusiness.						
	Unit 2	Total Quality Management: TQM and business strategy. Quality control process and its relevance.						
	Unit 3	Quality grades and standards: Overview and relevance, benefits to consumers, producers and food processors, food grades and standards for various food commodities; cereals, fruits and vegetables, meats, poultry products.						
	Unit 4	Statistical to quality control: Statistics relevant to quality control, quality control charts used in the food industry, process control to assure food quality and food processing.						
	Unit 5	Food quality standards: Food quality standards and world food trade. HACCP, ISO9000, auditing and certification.						
References:	<ol style="list-style-type: none"> 1. Pieterneel A. Luning (Author), Willem J. Marcelis. 2009. 2. <i>Food Quality Management: Technological and Managerial Principles and Practices</i>. Wageningen Academic Publishers 3. Barrie G. Dale. 2004. <i>Managing Quality</i>. Blackwell RESOURCES 							
Course Outcomes	<p>CO1: Foundational Understanding Develop a comprehensive understanding of quality management principles, concepts, and methodologies.</p> <p>CO2: Quality Planning Understand the role of quality objectives, specifications, and standards in the planning phase.</p> <p>CO3: Process Improvement and customer focus Apply process improvement methodologies, such as Six Sigma and Lean, to enhance efficiency and eliminate defects.</p> <p>CO4: Statistical tools and techniques Apply statistical process control (SPC) methods to maintain consistency and predictability in processes.</p> <p>CO5: Risk Management Identify potential risks to quality and develop strategies for risk mitigation.</p>							
Mapping between COs with PSOs	Mapping between COs and PSOs							
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Course code	ABM 532
Course title	Agri Infrastructure and Warehousing Management
Course credit	1 (1+0)
Teaching per Week	1 hr
Course Objective (CO)	<p>To create a pool of Agricultural storage infrastructure, logistics and warehouse professionals with capacity to manage agri-warehouse operations efficiently includes the overall inventory turnover and working capital management.</p> <p>The course introduces the key principles and activities related to the warehousing function in a modern organization designed for receiving, shipping, picking, packing etc. It also includes cold chain project, logistics awareness & training programs.</p>
Course Content	<p>Unit 1 Agricultural Infrastructure in India: Incentive schemes, Agri-infra fund, Agri-market Infrastructure, Agri-technological infrastructure fund, Central Government policy on Infrastructure promotion for the development of primary sector such as Irrigation, Watershed development, Rural electrification, Connectivity, Communication and Markets in coordination with the Institutional framework.</p> <p>Unit 2 Warehouse Functions: Meaning of Warehousing - Importance –Functions: Receiving: Logistics support for Inward Transportation, Unloading, Inspection, Acceptance and Recording; Storing: Space allocation, Facilitation to stocking, Guarding &Recording; Risk bearing- Processing- Grading and branding – Disinfecting services -Issuing: Order preparation, Picking, Dispatching/ Delivery & Recording- Handling, Transportation & Storage of ISO Containers– Utility and Advantages of warehouses- Problems and issues in receiving processes.</p> <p>Unit 3 Warehouse Types, Characteristics: Warehouse Types, Characteristics of ideal warehouses - Warehouse Layout-Principles and Facilities- Types, Internal Operations: Measures and metrics of warehouse operations, Logistics in the warehouse- Localization of materials in a warehouse, Identification and classification of Materials and products in the warehouse, Managing the material/products turns in ware-house (FIFO/LIFO) - Problems and issues in shipment processes. Warehousing Equipment, Inventory management.</p> <p>Unit 4 IT for Warehouse Management (WM): Warehouse documentation- Information flows in the warehouse- ERP- WMS - Bar code – RFID- Organization Data- Warehouse Structure- Warehouse Master Data - WM Material master</p>



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	<p>view- Organization Data- Define Warehouse structure, Warehouse number - Storage type- Storage section - Storage Bin - Picking Area - Storage unit – Quantity- Creating Transfer requirement automatically/ manually – Creating Transfer requirement for storage.</p> <p>Unit 5 Agri-warehousing Management in India: Agri-warehousing in India, capacity development and utilization, Role and significance of Central Warehousing Corporation, State warehousing Corporation, Private sector in Agri-warehousing. Status of Warehousing Industry: Agri warehousing organisations in India, e-NAM to promote agri-warehouse.</p>																																																
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Course Outcomes	<p>To study the status of development of Agricultural infra- structure as well as the role of Warehouses to boost Agricultural sector.</p> <p>CO1: Contract Act deals with The elements of a contract, including identification, offer, acceptance, consideration, meeting of the minds, competency and capacity, and contract legality.</p> <p>CO2: Company laws deal 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: It will 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 aware of legal frame work of human resource management</p> <p>CO5: Ethics is what guides us to tell the truth, keep our 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</p>																																																
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Course code	ABM 533							
Course title	Contract Farming							
Course credit	1 (1+0)							
Teaching per Week	1 hrs							
Course Objective (CO)	To assess the need of Contract farming arrangement. It relates to agricultural production carried out according to an agreement between a buyer and farmers, with set conditions for production and marketing of farm products.							
Course Content	Unit 1	Need for contract farming: objectives and its definition; contract farming framework, contract farming arrangement-centralized model, nucleus estate model, multipartite model, informal model, intermediary model.						
	Unit 2	Project formulation and management: Coordination, crop husbandry, human resource. Advantages of contract farming for farmers and sponsors and the problems faced by them.						
	Unit 3	Policies for promoting contract farming: Agreement for contract farming-parties, duration, produce and quality specification, delivery arrangements pricing, insurance, support services etc.						
	Unit 4	Prospects of contract farming in India: Prospects of contract farming in India in view of interest for commercialization of agriculture. Active organizations in contract farming and their success stories.						
	Unit 5	Global issues: Global issues in contract farming, Contract farming and WTO agreement.						
References:	<ol style="list-style-type: none"> 1. Premjit Sharma. 2007, Contract Farming, Genetech Books 2. Joseph A. Kuzilwa, Nniels Fold, Aarne Henningsen, Marianne Nylandsted Larsen. Contractfarming and the development of smallholder agricultural business. Routledge 3. Kumaravel K S 2006. Contract farming in India - An Introduction. 							
Course Outcomes	<p>CO1: Contract farming, a structured partnership for mutual benefit, employs models like centralized, nucleus estate, multipartite, informal, and intermediary arrangements to enhance efficiency, sustainability, and market access.</p> <p>CO2: Project Formulation and Management Insights: Coordinated Crop Husbandry, Human Resource Dynamics, and Dual Advantages and Challenges in Contract Farming.</p> <p>CO3: Fostering Contract Farming Success: Key Policies Explored – From Agreement Parameters to Holistic Support Services.</p> <p>CO4 India's Agricultural Transformation: Examining Contract Farming Prospects Amidst Commercialization Trends and Success Stories from Active Organizations.</p> <p>CO5 Navigating Global Agri-Challenges: Contract Farming Dynamics and Implications within WTO Agreements.</p>							
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Course code	ABM 534
Course title	Human Resource Competence and Capacity Building Systems
Course credit	1 (1+0)
Teaching per Week	1 hr
Course Objective (CO)	Capacity development is the process by which individuals and organizations obtain, improve, and retain the skills, knowledge, tools, equipment and other resources needed for Human resource development. This course is designed to provide an in-depth understanding and enable the participants to manage capacity building processes and performance system for developing human resource.
Course Content	<p>Unit 1 Human Resource competence: Concept and rationale; processes, Organization and Management of competence and competency mapping.</p> <p>Unit 2 Competency modelling and assessment: Approaches, tools and techniques, competency based human resource management applications.</p> <p>Unit 3 Competency based training and development: Training methods compared with objectives, learning process and facilities, Developing Group and the Climate: the social process – indicators of group development, the training climate, Trainers and Training Style: Post training support for improved performance at work.</p> <p>Unit 4 Performance Management System: Establishing and operationalising performance management system; measuring performance- results and behaviour; conducting performance review discussions; harnessing performance management system for performance improvement.</p> <p>Unit 5 Capacity building systems in agriculture and agri business: Capacity building of farmers and agri stakeholders through e-learning, knowledge management for agri business.</p>
References:	<ol style="list-style-type: none"> 1. R Kandula. 2013. <i>Competency Based Human Resource Management</i>. PHI 2. Raymod A Noe & Amitabh Deo Kodwani 2012. <i>Employee Training and Development</i>. McGraw Hill Education. Fifth Edition 3. Alan M. Saks & Robert R. Haccoun. 2013. <i>Managing Performance through Training and Development</i>. Cengage Learning. Sixth Edition
Course Outcomes	Proactive human resources management is essential to achieve the excellence through Capability Development and Planning. A Competence Profile for Staff Supporting the formal and informal training, job-rotation, traditional class-room courses, internal vs external training.



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	<p>CO1: Contract Act deals with The elements of a contract, including identification, offer, acceptance, consideration, meeting of the minds, competency and capacity, and contract legality.</p> <p>CO2: Company laws deal 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: It will 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 aware of legal frame work of human resource management</p> <p>CO5: Ethics is what guides us to tell the truth, keep our 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</p>																																																
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Course code	ABM 535																						
Course title	Agri Commodity Markets and Futures Trading																						
Course credit	1 (1+0)																						
Teaching per Week	1																						
Course Objective (CO)	To make the students understand the marketing procedure for commodity futures through commodity exchanges																						
Course Content	<p>Unit 1: Introduction to commodity derivatives and price risk management in agricultural markets; organizational setup of exchanges and specifications of futures contracts in world's leading commodity exchanges</p> <p>Unit 2: Futures trading; hedging price risk using futures contracts; option transaction and forward transaction – concept and mechanism, price discovery mechanism and market efficiency</p> <p>Unit 3: Clearinghouse and margin system; clearing, settlement and delivery of contracts</p> <p>Unit 4: Market surveillance and risk control; trading in warehouse receipts (WRs): WRs and collateralized commodity financing</p> <p>Unit 5: Regulation of futures and trading practices in leading national and regional exchanges in India.</p>																						
References:	<ol style="list-style-type: none"> Hull, John C. 2017. Fundamentals of futures and options markets, Boston, Pearson publication. Ram, P. V. and Bala, S. D., 2016, Strategic Financial Management. Snow White Publ 																						
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, 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>																						
Mapping between COs with PSOs	<p>Mapping between COs and PSOs</p> <table border="1"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> <th>PSO7</th> </tr> </thead> <tbody> <tr> <th>CO1</th> <td style="background-color: #cccccc;"></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>								PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	CO1							
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CO = Course outcome with PSO = Program Specific outcome PO1								



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Course code	ABM 536
Course title	Strategic Management for Agribusiness Enterprises
Course credit	2 (2+0)
Teaching per Week	2
Course Objective (CO)	The objective of this course is to provide students with a strategic orientation in the conduct of the business and also to develop a holistic perspective of an organization. Also, it enables the students to analyze the strategic situation strategies in general and functional management areas.
Course Content	<p>Unit 1 Concepts in Strategic Management, Strategic Management Process; Corporate Governance, Social Responsibility and Ethics in strategic management, Environment Scanning and Industry analysis</p> <p>Unit 2 Organizational dynamics and structuring organizational appraisal, business models and Value chain analysis, Strategy formulation- corporate level strategies and business strategies, Generic Strategies- Types of Strategies, tools and techniques for strategic analysis.</p> <p>Unit 3 Turnaround strategy - Management of Strategic Change, Strategies for Mergers, Acquisitions, Takeovers and Joint Ventures - Diversification Strategy</p> <p>Unit 4 Strategy implementation and control aspects, structures, design and change: behavioural implementation-leadership, culture, value and ethics, strategic evaluation and control-an overview and techniques of strategic evaluation and control.</p> <p>Unit 5 Strategic issues in managing technology & innovation, entrepreneurial ventures and small businesses, Cases in strategic management</p>
References:	<ol style="list-style-type: none"> 1. Thomas L. Wheelen & J. David Hunger. 2012, <i>Strategic Management & Business Policy, towards Global Sustainability</i>, Pearson India Edn. Thirteenth Edition 2. Fred R. David & Forest R. David, 2016, <i>Strategic Management, Concept and Cases</i>, Pearson India Edn, Fifteenth Edition 3. Thompson Jr., A. A., Peteraf, M. and Gamble, J. E., 2015, <i>Crafting and Executing Strategy</i>. McGraw Hill, Irwin. 4. Stead, J. G. and Stead, E. W., 2014, <i>Sustainable Strategic Management</i>. Routledge Taylor & Francis Group. 5. Kazmi Azhar. 2015. <i>Strategic Management</i>. McGraw Higher Ed. 4th Edition 6. Srinivasan R. 2014. <i>Strategic Management</i>. PHI Learning 5th Edition



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Course Outcomes	<p>CO1: Define the strategic management process and scanning of internal and external environment</p> <p>CO2: Get a clear picture about value chain analysis</p> <p>CO3: Understand the different types of strategic choices available and the method of analysis to choose the best among them</p> <p>CO4: Learn the method of strategic implementation and evaluation for agri entrepreneurial ventures.</p>																																																
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Course code	ABM 537
Course title	Operations Research
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	To acquaint the students with the applications of important operations research techniques for better understanding to solve business problems.
Course Content	<p>Unit 1 Introduction to linear programming: Linear Programming: Objective, Assumptions, Formulation of Linear Programming Problem Data Envelopment Analysis, Graphic Method, Simplex method, Introduction to Dynamic Programming, Transportation and Assignment Problems.</p> <p>Unit 2 Inventory control and waiting line models: Inventory control Models: Costs Involved in Inventory Management, Types of Inventory, Economic Order Quantity (EOQ) Model, Continuous Review (Q) System, Periodic Review (P) System, and Hybrid System.</p> <p>Unit 3 Inventory control and waiting line models: 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 uncertainty: 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, stochastic models, neural networks, Markov process.</p> <p>Unit 5 Decision making under risk and uncertainty: Game Theory - Two - Person Zero-Sum Game, Simulation, Network analysis–PERT& CPM, Financial Engineering</p>
References:	<ol style="list-style-type: none"> 1. Taha HA. 2007. Operations Research - An Introduction. Prentice Hall. 2. Vohra ND. 2017. Quantitative Techniques in Management. 5th Edition McGraw Hill. 3. Wagner HM. 2005. Principles of Operation Research. Prentice Hall.
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>



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	<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> <p>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.</p>																																																
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Course code	ABM 538
Course title	Financial Management in Agri Business
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	To impart trainings to the students regarding various aspects of sources of financing agribusiness.
Course Content	<p>Unit 1: Meaning, importance, nature and scope of financing in India, agribusiness financing in India; classification and credit need in changing agriculture scenario; finance functions, investment financing, Risk and return concept & analysis</p> <p>Unit 2: Business Financing System in India, Money and Capital Markets, Regional and All - India Financial Institutions; venture capital financing and its stages, International financial management.</p> <p>Unit 3: Features, types and Techniques of capital budgeting decision. Cost of Capital, Leverage analysis, Capital structure. Theory and Policy, Sources of Long- and Short-term finance, Dividend Theory, Dividend Policy.</p> <p>Unit 4: Management of Working Capital, Management of Receivables, Management of cash; Cash budget, Management of collections and disbursement, Investment of Surplus cash.</p> <p>Unit 5: Perspectives and operational aspects of Micro finance: Definition, Scope and importance of Micro Finance, Evolution of Micro Finance in India, Micro Finance credit lending models: - Association model, Community Banking model, Credit union model, Co- operative model, SHG model, Village Banking model.</p>
References:	<ol style="list-style-type: none"> 1. Chandra P. 2000. Financial Management. Tata McGraw Hill. 2. Khan MY & Jain PK. 2004. Financial Management: Text, Problems and Cases. Tata McGraw Hill. 3. Pandey IM. 1997. Financial Management. Vikas Publ. 4. Ramachandran N & Kakani RK. 2005. Financial Accounting for Management. Tata McGraw Hill. 5. Van Horne JC. 1997. Financial Management and Policy. Prentice Hall.
Course Outcomes	<p>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.</p> <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>



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	<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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Course code	ABM 539
Course title	Communication for Management and Agri Business
Course credit	3(2+1)
Teaching per Week	2 hrs +2hrs
Course Objective (CO)	The course aims to make students proficient in written as well as in oral communication with a focus on business-related communication.
Course Content	<p>Unit 1 Introduction to Business Communication: Communication process, barriers to communication, methods of communication, effective communication, assertive communication, types of organisational communication. Listening skills, active listening, barriers to effective listening, Non-Verbal Communication</p> <p>Unit 2 Reading and writing skills: Reading comprehension and techniques, rules of good writing, business letter writing, e-mail writing, crafting messages for electronic media, social media, business blogs, podcasts, employment messages</p> <p>Unit 3 Oral and visual communication technical writing skills: Visual presentation, oral presentation skills, conducting business meetings, brainstorming sessions and presentations, public speaking skills, Communicating across cultures, Various forms of scientific writings, theses, technical papers, reviews, manuals, research work, various parts of thesis and research communication Title page, authorship, contents, preface, introduction, review of literature, material and methods, experimental results and discussion, Technical Writing Style and Editing, Writing Introductions & Conclusions, Editing and Proofreading, Writing a review article and book summary</p> <p>Unit 4 Team and Interpersonal communication: Developing interpersonal skills (transactional analysis), Business Etiquette, essentials of business conversations. Business meeting agenda and minutes, circulars and sales letters, notices, overview of business proposals</p> <p>Unit 5 Developing self awareness (Johari Window), solving problems analytically and creatively, introduction to case method of learning, case reading, approaches and analysis</p>
References:	<ol style="list-style-type: none"> 1. Peter W. Cardon. 2015, <i>Business Communication, Developing leaders for a networked world</i> McGraw Hill Education 2. P. D Chaturvedi & Mukesh Chaturvedi. 2017, <i>Business Communication, Skills, Concepts, Cases and Applications</i>, Pearson India Education 3. Courtland L. Bovee, John V. Thill & Abha Chaterjee 2013, <i>Business Communication</i> 4. <i>Today</i>, Pearson Education, Tenth Edition



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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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Course code	ABM 540
Course title	Research methodology for Agri Business management
Course credit	3 (2+1)
Teaching per Week	4 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, models, types of models, process of modelling.</p> <p>Unit 2: Scales of measurement - nominal, ordinal, interval, ratio, Likert scale and other scales; Primary and secondary data, sources of data, Questionnaire Designing, instruments of data collection, data editing, classification, coding, validation, tabulation, presentation, analysis, development process of scale, identification of variables, variable measurement, variable standardization and dummy variables.</p> <p>Unit 3: introduction to multivariate statistical analysis techniques, Multivariate line regression models, principal component analysis, linear discriminant analysis, factor analysis, evaluation matrices and model diagnostics for regression models.</p> <p>Unit 4: Logistic regression, decision trees, cluster analysis, random forest, GARCH, CART models, support vector machines, Forecasting techniques (AR, MA, ARMA and ARIMA models)</p> <p>Unit 5: Definition, scope and importance, machine learning, types of machine learning, linear and nonlinear models in machine learning, introduction to deep learning, basic differences in machine learning and deep learning, concept of cloud machine learning, Big data analysis.</p>
References:	<ol style="list-style-type: none"> 1. Cooper DR & Schindler PS. 2006. Marketing Research Concepts and Cases. TMH 2. Ranjit Kumar. 2014. Research Methodology, Sage publications, 4th Edition 3. Glenn J.C. 2010. Hand book of Research Methods. OXFORD. 4. Kothari CR. 2018. Research Methodology- Methods and Techniques. New Age International Publishers; Fourth edition
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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	<p>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.</p> <p>CO4: Research Proposal Development: Gain the expertise to formulate a comprehensive and methodologically sound research proposal in the area of business management.</p> <p>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.</p>																																																
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Course code	ABM 541
Course title	Computer Applications for Agri Business
Course credit	3 (2+1)
Teaching per Week	4 hrs
Course Objective (CO)	The course aims to the significance of computer applications in the organizations and handling recent trends in information technology and system for improved decision making
Course Content	<p>Unit 1 Concept of Computers- Brief History of Computers, Generation and Its Evolution, Characteristics of Computers, Main Areas of Computers and their Applications; Classification of Computers, Input-Output Devices, Memory Types (Cache, RAM, ROM), Memory Units</p> <p>Unit 2 System Software and Application Software, Open source software, introduction to computer languages, Introduction to Operating Systems – Functions, Features and Types., MS Windows and LINUX. Data Base Management System, MS Office (MS Word, MS Power Point, MS Excel, MS Access and use of various management software Like SPSS, SAS etc.</p> <p>Unit 3 The business value of internet, Intranet, extranet and Internet, Introduction to Web page design using HTML, Cloud Computing, Security and ethical challenges: Computer crime – Hacking, cyber theft, unauthorized use at work. Piracy – software and intellectual property. Health and Social Issues, Ergonomics and cyber terrorism</p> <p>Unit 4 The concept of MIS–Definition, importance, Course Objective, pre-requisites, advantages and challenges; Information Needs of organization, MIS and Decision – Making. Types/Classification of Information System for organizations; Introduction to Artificial Intelligence (AI), Neural Networks, Fuzzy logical control systems</p> <p>Unit 5 e business/ e commerce: e business models, e commerce processes, electronic payment systems, e- commerce trends with special reference to agri business. Applications of MIS in the areas of Human Resource Management, Financial Management, Production / Operations Management, Materials Management, Marketing Management.</p>
References:	<ol style="list-style-type: none"> 1. Kenneth C. Laudon & Jane P. Laudon. 2016, Management Information Systems- Managing the digital Firm, 14h Edition, Pearson India 2. Volonino, Woods, O/P. Wali Turban. 2015, Information Technology for Management, Advancing Sustainable, Profitable Business Growth, Wiley 3. Jaiswal M. Mittal M.2005.Management Information System, OXFORD
Course Outcomes	<p>CO1: Fundamentals of Computer: That gives comprehensive understating about computers, evaluation and history of computers. It insights the main areas of computer applications and input-output devices.</p> <p>CO2: Softwares: It covers the types of software: system and application software including open source software. It includes various tools such as MS Office, SPSS, SAS.</p>



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	<p>CO3: Internet Technology: This unit covers the basic understanding of internet technology including internet, intranet and extranet. It also addresses the security aspects and ethical challenges including computer crimes such as hacking, cyber theft, etc.</p> <p>CO4: Fundamentals of MIS: It covers the fundamentals of management information system, encompassing its definition, importance and course objectives. Furthermore, it covers artificial intelligence, neural networks, fuzzy logic also.</p> <p>CO5: Fundamentals of e-Commerce: This covers understanding of various e-business processes and models. It also covers the various application areas of MIS including Human Resource Management, Financial Management, Production / Operations Management, Materials Management, and Marketing Management.</p>							
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Course code	ABM- 542
Course title	PROJECT MANAGEMENT AND AGRIBUSINESS ENTREPRENEURSHIP
Course credit	3 (2+1)
Teaching per Week	4 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"> 1. Arora, R. and Sood, S.K., Fundamentals of Entrepreneurship and Small Business Management. Kalyani Publishers, Ludhiana. 2. Desai, Vasant, 2016, Business Planning and Entrepreneurial Management, Himalaya Publishing House, Mumbai.



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	<p>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.</p> <p>4. Dandekar, V. M. and Sharma, V. K., 2016, Agri-Business and Entrepreneurship Development. Manglam Publications, New Delhi.</p> <p>5. T W Zimmerer, N M Scarborough. Essentials of Entrepreneurship and small Business Management, 5th Edition, PHI Learning Pvt Ltd</p> <p>6. Panigrahi S.R. & Singh B. 2017. Agro Entrepreneurship. Scientific Publishers (India)</p>																																																
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>																																																
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Course code	ABM- 543
Course title	Agribusiness Environment & Policy
Course credit	2
Teaching per Week	0
Course Objective (CO)	To expose the students to the environment in which the agribusiness is conducted.
Course Content	<p>Unit 1 : Role of agriculture in Indian economy; Problems of agriculture in India; Agribusiness–definition and nature, Structure of Agriculture and linkages among sub-sectors of the agribusiness.</p> <p>Unit 2: Economic reforms: liberalization, privatization and globalization specifically affecting Agri Business; WTO Agreement on Agriculture and its compliances; changes in policies and regulations related to the sub sectors of agribusiness and its impact on agribusiness in India.</p> <p>Unit 3: Emerging trends in farm supplies, farm production, agricultural finance, agro processing, international trade etc.; reforms in agri output markets: private markets, contract farming, futures trading in agri commodities and e-NAM etc., Pricing of agricultural outputs, public distribution system, imports and exports.</p> <p>Unit 4: Importance of food safety and quality management in agri business; Environmental issues and including carbon markets and Clean Development Management etc.</p> <p>Unit 5: Other major issues: Intellectual property rights, importance of cooperative or collective actions in present scenario with examples of mergers and acquisitions, Farmers Producer Organisations etc.</p>
References:	<ol style="list-style-type: none"> 1. FL Barnard, JT Akridge, FL Dooley, JC Foltz & EA Yeager. 2012, Agribusiness Management, Routledge, 4th Edition 2. Aswathappa K. Essentials of Business Environment. Himalaya Publ. 3. Francis Cherunilam 2003. Business Environment. Himalaya Publ. 4. Kodekodi G.K. Viswanathan B. Agril. Development, Rural Institution & Economic Policy, OXFORD.
Course Outcomes	<ol style="list-style-type: none"> 1. Develop an understanding about the role and problems agriculture and agri business is playing in the Indian economy through case study method 2. Critically evaluate the major economic reforms that have directly or indirectly affected agri business in India through case study method



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	<ol style="list-style-type: none"> 3. Understand the emerging trends and challenges in the field of agri business through case study method 4. Inculcate the information regarding collectivisation practices through FPOs through case study method 5. Understanding the agribusiness policies issues in the direction of sustainability with climate change through case study method 																																																
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Course code	ABM 544
Course title	Business Laws and Ethics
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The objective of this course is to expose the learner to various ethical issues and laws affecting business. Focus will be on understanding provisions of various business laws with reference to agriculture and also ethical practices to conduct the business properly.
Course Content	<p>Unit 1 Introduction to Indian legal system, The Indian Contract Act-1872: Contract meaning, types of contract, essentials of a valid contract, offer and acceptance, capacity to contract, free consent, performance of contract.</p> <p>Unit 2 Law of Negotiable Instruments: Promissory Notes, Bills of Exchange, Cheques and Bank Drafts, Endorsements, Law of Sale of Goods, Sales of Goods Act-1930-: Sale and agreement to sale, types of goods, Transfer of property in goods, mode of delivery of goods, performance of contract of sales, rights of an unpaid seller.</p> <p>Unit 3 Companies Act-1956: incorporation, commencement of business, types of companies, management of company, Memorandum of Association and Articles of Association, prospectus, winding of companies,</p> <p>Unit 4 Essential Commodities Act, Consumer Protection Act, RTI Act, MRTP Act - major provisions and implications. Competition Act-2002, Regulatory environment for International Business</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. implementing business ethics in a global economy.</p>
References:	<ol style="list-style-type: none"> 1. S B Mathur. 2010. <i>Business Law</i>. Tata McGraw Hill Edn. Pvt Ltd. 2. Gulshan SS & Kapoor GK. 2003. <i>Business Law including Company Law</i>. 10th Ed. New Age Publ. 3. Kapoor ND. 2005. <i>Business Law</i>. S. Chand & Sons. 4. Tuteja SK. 2005. <i>Business Law for Managers</i>. S. Chand & Sons. 5. Tulsian, P.C. and Tulsian, B., 2015, <i>Business Law</i>. TMH, New Delhi. 6. Singh Avtar, (2017), <i>Contract & Specific Relief</i>, Eastern Book Company; Twelfth edition



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	7. Akhileshwar Pathak. 2015. <i>Legal Aspects of Business</i> . McGraw Hill Education. 6th Edition																																																
Course Outcomes	<p>CO1: Learn about the Indian legal system that directly affects the agri business in India</p> <p>CO2: Know about the regulatory framework in which the agri business is to be conducted and managed</p> <p>CO3: Understand the importance of practicing business ethics</p> <p>CO4: Ethics is what guides us to tell the truth, keep our 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</p>																																																
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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.																																																
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Course Outcomes	<p>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.</p> <p>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.</p> <p>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.</p> <p>CO4: Research and Inquiry Aptitude: Foster research skills and intellectual inquiry, empowering students to rigorously investigate contemporary business challenges and propose evidence-based solutions.</p> <p>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.</p>																																																
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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	<p>CO1: Summer training programs offer several benefits for individuals seeking to enhance their skills and knowledge during the summer break.</p> <p>CO2: Some of the key benefits include: gain meaningful work experience while improving your knowledge and practical employment skills, learn how to apply theoretical knowledge in real-world situations, obtain references for future opportunities since many summer training organizations provide placement</p>



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	<p>services, participating in a summer training may assist a college student study more and preparing for a successful career.</p> <p>CO3: Students should always do background research on the courses and the online institute they are considering to verify that they are legitimate, respectable, and relevant to their professional career goals. The students' testimonials to learn more about their experiences and satisfaction.</p>																																																
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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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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	<p>CO1. Information Literacy: Students should be able to identify, locate, evaluate, and effectively use information resources in various formats, including print and digital media.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>																																																
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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"> 1. Chicago Manual of Style. 14th Ed. 1996. Prentice Hall of India. 2. Collins' Cobuild English Dictionary. 1995. 3. Harper Collins. Gordon HM & Walter JA. 1970. Technical Writing. 3rd Ed. 4. Holt, Rinehart & Winston. Hornby AS. 2000. Comp. Oxford Advanced Learner's Dictionary of Current English. 6th Ed. Oxford University Press. 5. James HS. 1994. Handbook for Technical Writing. NTC Business Books. 6. Joseph G. 2000. MLA Handbook for Writers of Research Papers. 5th Ed. Affiliated East- West Press. 7. Mohan K. 2005. Speaking English Effectively. MacMillan India. 8. Richard WS. 1969. Technical Writing.
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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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"> 1. Erbisch FH & Maredia K.1998. Intellectual Property Rights in Agricultural Biotechnology. CABI. 2. Ganguli P. 2001. Intellectual Property Rights: Unleashing Knowledge Economy. McGraw-Hill. 3. Intellectual Property Rights: Key to New Wealth Generation. 2001. NRDC & Aesthetic Technologies. 4. Ministry of Agriculture, Government of India. 2004. State of Indian Farmer. Vol. V. Technology Generation and IPR Issues. Academic Foundation. 5. Rothschild M & Scott N. (Ed.). 2003. Intellectual Property Rights in Animal Breeding and Genetics. CABI. 6. Saha R. (Ed.). 2006. Intellectual Property Rights in NAM and Other Developing Countries: A Compendium on Law and Policies. Daya Publ. House
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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Course code	PGS 505
Course title	Agricultural Research, Research Ethics and Rural (1+0) Development Programmes
Course credit	1 (1+0)
Teaching per Week	1 hrs
Course Objective (CO)	To enlighten the students about the organization and functioning of agricultural research systems at national and international levels, research ethics, and rural development programmes and policies of Government.
Course Content	<p>Unit 1 History of agriculture in brief; Global agricultural research system: need, scope, opportunities; Role in promoting food security, reducing poverty and protecting the environment; National Agricultural Research Systems (NARS) and Regional Agricultural Research Institutions; Consultative Group on International Agricultural Research (CGIAR): International Agricultural Research Centres (IARC), partnership with NARS, role as a partner in the global agricultural research system, strengthening capacities at national and regional levels; International fellowships for scientific mobility.</p> <p>Unit 2 Research ethics: research integrity, research safety in laboratories, welfare of animals used in research, computer ethics, standards and problems in research ethics.</p> <p>Unit 3 Concept and connotations of rural development, rural development policies and strategies. Rural development programmes: Community Development Programme, Intensive Agricultural District Programme, Special group – Area Specific Programme, Integrated Rural Development Programme (IRDP) Panchayati Raj Institutions, Co- operatives, Voluntary Agencies/Non-Governmental Organisations. Critical evaluation of rural development policies and programmes. Constraints in implementation of rural policies and programmes.</p>
References:	<ol style="list-style-type: none"> 1. Bhalla GS & Singh G. 2001. Indian Agriculture - Four Decades of Development. Sage Publ. 2. Punia MS. Manual on International Research and Research Ethics. CCS, Haryana Agricultural University, Hisar. 3. Rao BSV. 2007. Rural Development Strategies and Role of Institutions - Issues, Innovations and Initiatives. Mittal Publ. 4. Singh K. 1998. Rural Development - Principles, Policies and Management. Sage Publ.
Course Outcomes	<p>CO1. Research Methodologies: Students should be able to understand and apply various research methodologies and techniques relevant to agricultural research, including experimental design, data collection, and analysis.</p> <p>CO2. Research Ethics: Students should be able to demonstrate an understanding of ethical considerations in agricultural research, including the responsible conduct of research, integrity in data collection and reporting, and the ethical treatment of human and animal subjects.</p>



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	<p>CO3. Rural Development Programs: Students should be able to analyze and evaluate rural development programs and initiatives, including their impact on agricultural communities, livelihoods, and sustainable development.</p> <p>CO4. Community Engagement: Students should be able to engage with rural communities, stakeholders, and local institutions to understand their needs, priorities, and challenges, and develop research and development programs that are responsive to local contexts.</p> <p>CO5. Policy and Advocacy: Students should be able to assess agricultural research and rural development policies, advocate for evidence-based policy decisions, and contribute to the formulation and implementation of programs that promote sustainable rural development.</p>																																																
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Course code	PGS -506
Course title	Advertising and Brand Management
Course credit	1 (1+0)
Teaching per Week	1 hrs.
Course Objective (CO)	This course investigates various promotional tools used in the communication mix, such as advertising, sales promotion, and publicity, to sell products and services. Concepts include: advertising planning processes, determining advertising and promotional goals and objectives, control and evaluation of advertising and promotional programs, and regulatory issues. Students will develop a comprehensive advertising campaign for a real or imaginary product.
Course Content	<p>Unit 1 Introduction to Advertising Management: Integrated Marketing Communications, Setting Goals and Objectives, how advertising works: Segmentation and Positioning Assess the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns</p> <p>Unit 2 Message Strategy: Attention and comprehension, Advertising appeals, Associating Feelings with the Brand, Brand Equity, Image and Personality and Group Influence and word of mouth advertising, Media Planning and Media Strategy, Media Strategy and Tactics, Legal, Ethical and Social concerns of Advertising.</p> <p>Unit 3 Consumer Promotions and Trade Promotions: Their purpose and types How to plan and evaluate a successful promotion, The relationship between advertising and promotions, Introduction to Global Marketing, Advertising and sales promotion.</p> <p>Unit 4 Major Brand Concepts and branding Decision: Identifying and selecting brand name Building brand personality, image and identity; Brand positioning and re-launch; Brand extension; Brand portfolio; communication for branding Enhancing brand image through sponsorship and even management.</p> <p>Unit 5 Managing Brand Equity and Loyalty: Brand Building in Different Sectors - Customers, industrial, retail and service brands. Building brands through Internet, social Media. Building Indian brands for global markets.</p>
References:	<ol style="list-style-type: none"> 1. Keller, Kevin Lane; Strategic Brand Management; Pearson education, New Delhi Verma, Harsha: Brand Management; Excel Books; New Delhi 2. Kapferer, Jean Noel; Strategic Brand Management; Kogan Page; New Delhi 3. Kumar, S. Ramesh; Marketing and Branding–The Indian Scenario; Pearson Education; New Delhi, Kapoor, Jagdeep ; 24 Brand Mantras, Sage Publications; New Delhi



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	4. Sengupta Subroto; Brand Positioning: Strategies for competitive advantage; Tata Mc Graw Hill; New Delhi Clifton, Rita & Simmons., John; Brands and Branding; The Economist; Delhi																																																
Course Outcomes	CO1: Get the insight of IMC, SWOT analysis, and also its importance CO2: Understand the role Message and Media planning in advertising CO3: Understand the role of Global Marketing for Consumer Promotions and Trade Promotions CO4: Understand the role of Major Brand Concepts and branding Decision CO5: Understand the Managing Brand Equity and Loyalty																																																
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