



INTERNATIONAL AGRIBUSINESS MANAGEMENT INSTITUTE
ANAND AGRICULTURAL UNIVERSITY
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GUJARAT, INDIA



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Endorsement for the Programme Specific Outcomes, Programme Outcomes, and Course Outcomes Mapping of Ph.D. (Agribusiness Management) curriculum

This is to certify that the course curriculum of Ph.D. (Agribusiness Management) Programme offered by the International Agribusiness Management Institute, Anand Agricultural University, Anand prepared as per Anand Agricultural University guideline and approved by the Board of Management. This course curriculum is mapped to respective course, programme outcomes and programme specific outcome and it has been duly approved by the authority'

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Ph.D. (Agribusiness Management) Programme

Course code	ABM 601
Course title	Advance Research Methodology
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 research problem and techniques of research.
Course Content	<p>Unit 1 Introduction, Research and its process, Formulating a research problem –reviewing the literature, formulating a research problem, identifying the variables, constructing hypothesis</p> <p>Unit 2 Conceptualizing a research design- research design, selecting a study design, quantitative & qualitative design, action research, feminist research, participatory and collaborative research enquiry</p> <p>Unit 3 Constructing an instrument for data collection – selecting a method of datacollection, collecting data using attitudinal scales, establishing the validity and reliability of a research instrument</p> <p>Unit 4 Selecting a sample – concept of sampling, terminology & principles of sampling, types of sampling, qualitative and quantitative research sampling</p> <p>Unit 5 Collecting data – ethics, stakeholders in research, ethical issues to concerning research participants, the researcher, the sponsoring organization</p> <p>Unit 6 Processing and displaying data – processing data in qualitative & quantitative research, Displaying data – text, tables and graphs.</p> <p>Unit 7 Writing a research proposal – preamble, problem, objectives, hypothesis, study design, the setting, measurement procedures, ethical issues, sampling, structure of the report, problems and limitation</p>
References:	<ol style="list-style-type: none"> 1. Research Methodology, Ranjit Kumar, Sage South Asia Edition Research Methodology, 2. C R Kothari, New Age International Publishers Research Methods, William M K, Biztantra, Atomic Dog Publishers 3. Ideas into Research, Barbara Fawcett & Rosalie Pockett, Sage Publication
Course Outcomes	<p>CO1: Advanced Methodological Proficiency: Develop an advanced understanding and application of diverse research methodologies, including quantitative, qualitative, mixed-methods, and experimental designs, fostering comprehensive research proficiency.</p> <p>CO2: Advanced Data Analysis Skills: Acquire expertise in complex data analysis techniques and statistical tools, enabling the proficient interpretation and synthesis of intricate research data sets.</p>



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	<p>CO3: In-depth Research Proposal Development: Gain mastery in crafting comprehensive and methodologically rigorous research proposals, encompassing precise research questions, methodologies, and ethical considerations.</p> <p>CO4: Publication-Ready Research Writing: Cultivate advanced academic writing skills, facilitating the creation of publication-quality research papers adhering to scholarly conventions and standards.</p> <p>CO5: Advanced Critical Evaluation: Develop advanced critical thinking abilities to evaluate research literature, methodologies, and findings, enabling a deeper discernment of research rigor, validity, and applicability within the business context.</p>																																																
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Course code	ABM 602
Course title	Data Analysis
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 sampling and techniques of quantitative and qualitative research.
Course Content	<p>Unit 1 Measures of dispersion, range, deviation, coefficient of variation, standard error, its computation & its uses.</p> <p>Unit 2 Correlation and regression: Simple, Rank, Partial, Multiple, Infraclass correlations, Furnivall Index and coefficient of determination. Linear and nonlinear regressions, parabolic, exponential, power and logarithmic functions.</p> <p>Unit 3 Sampling-Theory and applications. Multivariate statistical techniques. Multivariate Analysis of Variance. Principal Component Analysis. Factor Analysis. Cluster Analysis. Discriminant Function Analysis. Conjoint Analysis. Propensity Score Matching (PSM).</p> <p>Unit 4 Introductory: Statistics scales of measurement, concept of graphical, exploratory and inferential data analysis. Probability and probability distributions: Review of probability theory, concept of random variable and expectation, probability distributions (Binomial, Poisson, Normal, Weibull).</p> <p>Unit 5 Estimation and Testing of Hypotheses, Concept of point and interval estimation, estimators and estimates, properties of good estimators—unbiasedness and minimum variance, tests of significance – t, F, z, and Chi square, testing significance of correlation and regression coefficients, analysis of variance (ANOVA) – one way and two way Classification with single and more than one cell frequency.</p> <p>Unit 6 Introduction to non-parametric statistics, the sign test for paired data, Rank sum tests, the mann-whitney μ test, kruskal wallis test, the one sample runs test, rank correlation, kolmogorov simirnov test, goodness of fit test</p> <p>Unit 7 Qualitative Research – concepts, reliability and validity, preoccupation, critique, Ethnography and participation observation, interviewing in qualitative research, focus group, language in qualitative research, documents as a source of data, qualitative data analysis. The linear probability models. The Logit Model. The Probit Model. The Tobit Model.</p>
References:	1. Business Research Methods, Alan Bryman, Emma Bell, Oxford Publication Quantitative Techniques Management, N D Vohra,



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	<p>McGrawHill</p> <ol style="list-style-type: none"> 2. Statistics for Management, Richard Levin & David Rubin, Pearson 3. Qualitative Research & Evaluation Methods, Michael Patton, Sage Publication 4. Statistical Methods, S C Gupta, Sultan & Chand Publication 5. Basic Econometrics, Damodar N., Gujarati & Sangeeta, Fourth Edition, The McGrawHill Company, New Delhi Agricultural Price Analysis and Forecasting, Goodwin JW, Willy 1994 																																																
Course Outcomes	<p>CO1: Strategic Decision Making: Equip MBA students with the ability to utilize data-driven insights effectively in strategic decision-making processes within a business context.</p> <p>CO2: Analytical Proficiency: Develop a strong proficiency in using statistical tools and techniques to extract, interpret, and apply data to solve complex business problems.</p> <p>CO3: Communication of Insights: Enable students to effectively communicate data findings and insights to diverse stakeholders, facilitating informed and persuasive presentations for managerial decision-making.</p> <p>CO4: Ethical Data Use: Instill an understanding of ethical considerations and responsibilities when handling and analyzing data, ensuring alignment with legal and ethical frameworks in business environments.</p> <p>CO5: Business Impact: Empower students to recognize and harness the potential impact of data analysis on various business functions, fostering an ability to align data strategies with organizational goals for sustainable growth and innovation.</p>																																																
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Course code	ABM 603																																																
Course title	Strategic Human Resource Management																																																
Course credit	2 (2+0)																																																
Teaching per Week	2																																																
Course Objective (CO)	The objective of the course is to develop perspective of strategic human resource management in changing forms of organization. Understanding the relationship of HR strategy with overall corporate strategy as well as strategic role of specific HR systems.																																																
Course Content	<p>Unit 1 Introduction, Business strategy and organizational capability, global environment of human resource in the context of change and diversity.</p> <p>Unit 2 Framework of SHRM- HRM, Strategy concept and process, SHRM concept and process, HR Strategies</p> <p>Unit 3 SHRM in action, formulating and implementing HR strategies, improving business performance through SHRM, Roles in SHRM</p> <p>Unit 4 HR Strategies for improving organizational effectiveness, reducing strategies, learning and development strategy, strategies for managing performance, Reward strategy, employee relation strategy, Corporate ethics, values and SHRM</p>																																																
References:	<ol style="list-style-type: none"> 1. Strategic Human Resource Management, Michel Armstrong, Knog Page press 2. Strategic Human Resource Management, Jeffrey Mello, Southen West 																																																
Course Outcomes	<p>CO1: Communication and Collaboration Skills: Develop effective communication and collaboration skills for presenting research findings and engaging in academic and professional discourse. Collaborate with peers and contribute to scholarly discussions on contemporary HRM issues.</p> <p>CO2: Research Skills in SHRM: Develop advanced research skills in designing, conducting, and analysing empirical studies in the realm of SHRM. Critically review and synthesize existing literature, identifying gaps and opportunities for future research.</p> <p>CO3: Strategic Talent Management: Evaluate and design strategies for attracting, developing, and retaining top talent in organizations and analyse the role of talent management in organizational success and competitive advantage.</p> <p>CO4: Integration of Technology in HRM: Evaluate the impact of technology on HRM processes, including recruitment, performance management, and employee engagement and Explore emerging trends and innovations in HR technology.</p>																																																
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Course code	ABM 604
Course title	Organizational Development
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The purpose of this course is to learn to plan and implement change at the individual, group and organizational level. The course is designed to help the students develop as potential change agents and OD professionals.
Course Content	<p>Unit 1 Introduction – need, history, nature, characteristics of OD, Framework of OD, OD practitioners and challenges</p> <p>Unit 2 Foundation: Organizational Design, Organizational climate, Organizational culture, organizational change, system change or culture change, managing change</p> <p>Unit 3 OD and change in performance, strategies for Processes, Action research, Organizational Diagnosis, Estimating successes of strategy</p> <p>Unit 4 Intervention, types of intervention, techno structural intervention, strategy intervention, planning and training intervention, role and team intervention, learning and large-scale intervention,</p> <p>Unit 5 Future of OD, ethics for OD, Research for OD, organization theory, focus and purpose, managerial control, group dynamics, bureaucracy, futuristic trends</p>
References:	<ol style="list-style-type: none"> 1. Organizational Development, Krishnamacharyulu and ramakrishnan, PHI 2. Organizational Development, S Ramnarayan and T V Rao, Sage publication 3. Management of Organizational Change, K Harigopal, Sage Publication 4. Organizational Development, Laxmi Devi, Anmol Publication
Course Outcomes	<p>CO1: Advanced Understanding of Organizational Development Theories: Demonstrate a thorough understanding of the foundational theories, models, and frameworks in Organizational Development.</p> <p>CO2: Organizational Culture and Climate: Assess the influence of organizational culture and climate on the effectiveness of OD interventions and Develop strategies to manage and shape organizational culture to align with organizational goals.</p> <p>CO3: Strategic Organizational Learning: Evaluate the role of learning and knowledge management in organizational development and Design strategies for fostering a culture of continuous learning and innovation.</p> <p>CO4: Global Perspectives in Organizational Development: Examine the challenges and opportunities of practicing OD in a global context and Evaluate cultural influences on organizational change and development strategies.</p>



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	CO5: Research Skills in Organizational Development: Develop advanced research skills in designing and conducting empirical studies in the field of Organizational Development.							
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Course code	ABM 605
Course title	Conflict Management and Negotiation
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	This course is design to understanding the concept and theories of conflicts,level of conflicts; critical issues in conflict resolutions, skills required in negotiations process and collective bargaining & emerging scenario.
Course Content	<p>Unit 1 Introduction to conflict management – understanding, component of conflict,types of conflict, models of conflict, functional and dysfunctional conflict, conflict and performance</p> <p>Unit 2 Level of conflicts, intrapersonal, interpersonal. Group/team conflicts, organizational conflicts,Sources of conflict – intra/interpersonal, group/team, organizational conflict</p> <p>Unit 3 Managing interpersonal conflict, team and organizational conflict, Third party conflict resolution, Conflict Resolution process</p> <p>Unit 4 Negotiation – foundation, nature, theoretical perspectives, types, process, qualities, skills of effective negotiator, factors for negotiation breaks down, Interpersonal negotiation, consumer negotiation, organizational negotiation, community negotiation, tricks used in negotiation, psychological factor used, counter methods, issue in negotiation</p> <p>Unit 5 Paradox of conflict and creativity, assessing the cost of workplace conflict, dealing with personality conflicts and problem employees, integrating the art with science of negotiation</p>
References:	<ol style="list-style-type: none"> 1. Corporate Conflict Management, Nelson Omiko, PHI 2. Negotiation, Michael Spangle, Sage South Asia 3. International Organisations: Their Role in Conflict Management, Peter DahlThruelsen (ed.) 4. CONFLICT MANAGEMENT IN THE WORKPLACE, Shay and Margaret McConnon, British Library Cataloguing in Publication Data.
Course Outcomes	<p>CO1: Research Skills in Conflict Management and Negotiation: Develop advanced research skills to design and conduct empirical studies in the field of conflict management and negotiation and Conduct a critical review of existing literature, identifying gaps and proposing areas for further research.</p> <p>CO2: Leadership in Conflict Resolution: Evaluate the role of leadership in managing and resolving conflicts and Analyse the impact of leadership styles on conflict resolution effectiveness.</p>



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	<p>CO3: Strategic Conflict Management: Design and implement strategic approaches to conflict management within organizations and Evaluate the role of conflict prevention and early intervention in organizational success.</p> <p>CO4: Technology and Conflict Resolution: Assess the impact of technology on conflict resolution and negotiation processes and Explore the use of digital tools in facilitating virtual negotiations and resolving conflicts.</p> <p>CO5: Teaching and Training in Conflict Management: Develop skills in teaching and training others in conflict management and negotiation and Design and deliver effective training programs in conflict resolution.</p>																																																
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Course code	ABM 606
Course title	Advances in Organizational Behaviour
Course credit	2 (2+0)
Teaching per Week	2 hr
Course Objective (CO)	This course introduces students to the study of organizational behavior at individual, group and organizational level.
Course Content	<p>Unit 1 Introduction to Organizational behaviour – Organization & Manager, Organizational & individual, various trends in OB, Organizational process & its levels, Changing context of organization, globalization, IT, Diversity, CSR & ethics, Positive perspectives, positive thinking & intervention</p> <p>Unit 2 Individual – foundation of individual behavior, personality and personal effectiveness, learning process, motivation process, managing work motivation, perceptual process, attitudes and values, attribution process in relation internality and optimism</p> <p>Unit 3 Roles – Roles and role effectiveness, coping with frustration, stress and burnout, decisional process and consensus building, Transactional analysis and managerial interpersonal styles</p> <p>Unit 4 Team – Dynamics of group behavior, effective work team, conflict management, developing collaboration, leadership- theories and model</p> <p>Unit 5 Organization – organizational structure, communication, power and politics, organizational culture and climate, organizational learning and learning organization, organizational change and development</p>
References:	<ol style="list-style-type: none"> 1. Understanding organizational behavior, Susma Khanna, Oxford University Press 2. Organizational behavior, Kavita Singh, Pearson 3. Organizational behavior, Robbin, Pearson
Course Outcomes	<p>CO1: Advanced Understanding of Organizational Behaviour Theories: Demonstrate a comprehensive understanding of the latest theories, models, and frameworks in Organizational Behaviour and Critically evaluate and synthesize different perspectives in contemporary Organizational Behaviour research.</p> <p>CO2: Leadership and Motivation in Modern Organizations: Analyse the latest research on leadership styles, behaviours, and motivational theories and Evaluate the impact of leadership and motivation on employee performance, well-being, and organizational outcomes.</p> <p>CO3: Change Management and Adaptability: Explore recent research on change management, organizational adaptability, and resilience and Evaluate the role of organizational behaviour in facilitating successful change initiatives.</p>



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	<p>CO4: Technology and Organizational Behaviour: Analyse the influence of technology on organizational behaviour, including remote work, digital communication, and virtual collaboration.</p> <p>CO5: Communication and Collaboration Skills: Develop effective communication and collaboration skills for presenting research findings and engaging in academic and professional discourse.</p>																																																
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Course code	ABM 607
Course title	Crafting and Executing Competitive Strategy
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	This course is providing a critical business implications and opportunities arising from growing social and environmental concerns. It also helps in enhancing student's ability to integrate social/environmental concerns into business operations and develop skills for applying concepts to the solution of business problems
Course Content	<p>Unit 1 Tools of strategic analysis – strategy and the strategic management process, competitive advantage, measuring competitive advantage, emergent vs intended strategies, evaluating firms capabilities, analyzing internal & external environment,</p> <p>Unit 2 Five generic competitive strategies, Business strategy, cost leadership, product differentiation, focus strategies, strategies choices, collaboration, merger, acquisition</p> <p>Unit 3 Vertical integration – Value of vertical integration, sustained competitive advantage, organizing to implement vertical integration</p> <p>Unit 4 Competing in foreign markets- expand to foreign market, cross country differences, concept of MNCs and global competition & its strategy, Tailoring strategy & Diversification strategies – competing in emerging industries, turbulent, high velocity markets, maturing industries, fragmented industries, strategies for sustain rapid growth, industry leader, runner up firms, weak and crisis ridden businesses</p> <p>Unit 5 Strategy ethics and social responsibility, building resources strengths and organizational capabilities, managing internal operation for better implementation of strategy, corporate culture and leadership</p>
References:	<ol style="list-style-type: none"> 1. Crafting and executing strategy by Arthur A Thompson Jr, Tata McGrawHill 2. Strategic Management and competitive advantage concept by Jay B Barney, Eastern Economy edition 3. Global Strategic Management, K Mehelani, Oxford University, New Delhi
Course Outcomes	CO1: Cutting-edge Research Skills: Develop advanced research skills to design and conduct empirical studies in the field of strategic management and Critically review and analyse recent literature, identifying gaps and proposing areas for future research.



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	<p>CO2: Competitive Analysis and Industry Dynamics: Analyse the latest research on competitive analysis, industry dynamics, and strategic positioning and Evaluate the impact of external factors on organizational competitiveness.</p> <p>CO3: Leadership and Corporate Governance: Analyse the latest research on leadership in strategic management and corporate governance and Evaluate the impact of leadership styles and governance structures on strategic decision-making and execution.</p> <p>CO4: Mergers and Acquisitions: Explore recent research on mergers and acquisitions as strategic tools and Evaluate the factors influencing the success of mergers and acquisitions and their implications for strategic management.</p> <p>CO5: Risk Management and Strategic Decision-making: Explore recent research on risk management in strategic decision-making and Evaluate strategies for identifying, assessing, and managing strategic risks.</p>																																																
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Course code	ABM 608
Course title	Labour Economics
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The aim of this course is covering a systematic development of theory of labour supply, labour demand and human capital as well as wage and employment determination, turnover, immigration, unemployment, equalizing differences and institutions in labour market.
Course Content	<p>Unit 1 Introduction - basic of Labour economics, positive economics & its different models, normative economics and government policy, Overview of labour market- definitions, facts, trends, working of market & its theory</p> <p>Unit 2 Demand & Supply for labour – Profit maximization, Short run demand of labour, market competitiveness, Policy application & its impact, Labour demand elasticities, The own wage elasticity of demand, cross wage elasticity of demand, effects of minimum wage laws, Frictions in labour market, employment hours trade off, training investments, hiring investment, supply of labour to the economy, theory of the decision to work, policy application, labour supply as household production, the family and the life cycle, policy application as child care and labour supply</p> <p>Unit 3 Compensating wage differentials and labour markets, job matching, hedonic wage theory and its risk vs benefits, employer preferences, joint determination of wage and benefits, investment in human capital – education and training, basic model, demand of higher education, education as investment, education and earning, worker mobility – migration, immigration and turnover, pay and productivity – wage determination within the firm, motivating worker, productivity and pay, level of pay, sequencing pay,</p> <p>Unit 4 Gender, race and ethnicity in the labour market, measured and unmeasured sources of earning differences, theories of market discrimination, union and the labour market, union structure and membership, union activities and tools of collective bargaining, effect of unions</p> <p>Unit 5 Unemployment, stock flow model of labour market, sources of unemployment, frictional unemployment, structural unemployment, cyclical unemployment, seasonal unemployment, inequality in earnings, measuring inequality, underlying causes of growing inequality, labour market effects of international trade and production sharing</p>
References:	1. Modern labour economics by Ronald Ehrenberg & Robert Smith



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	<p>11th edition, Prentice hall</p> <p>2. Labour Economics by S. P Singh,</p> <p>3. Labour Economics by George J Borjas, 7th edition, McGrawHill</p>																																																
Course Outcomes	<p>CO1: Advanced Research Skills: Develop advanced research skills for designing and conducting empirical studies in labour economics and Critically review and synthesize existing literature, identifying gaps and proposing areas for further research.</p> <p>CO2: Labor Market Dynamics and Institutions: Analyse the dynamics of labour markets and the role of institutions in shaping employment relationships and Evaluate the impact of labour market institutions (e.g., unions, minimum wage laws) on labour market outcomes.</p> <p>CO3: Wage Determination and Income Inequality: Investigate theories and empirical evidence related to wage determination and income inequality and Analyse the factors contributing to wage differentials and the implications for economic inequality.</p> <p>CO4: Human Capital and Education Economics: Explore theories and research on human capital development and education economics and Evaluate the impact of education and training on labour market outcomes and economic growth.</p> <p>CO5: Labour Market Policies and Interventions: Explore the impact of labour market policies, such as unemployment insurance and labour market regulations and Assess the effectiveness and unintended consequences of labour market interventions.</p>																																																
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Course code	ABM 609
Course title	e-Business and e-Commerce Management
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	This course is designed to introduce e-business and e-commerce and their relevance to businesses and consumer. It also covers e-business infrastructure, strategy, application & implementation.
Course Content	<p>Unit 1 Introduction to e-business and e-commerce, difference, opportunities, drivers, risks and barriers to business adoption</p> <p>Unit 2 Marketplace analysis for e-commerce, e-commerce environment, location of trading in the marketplace, business models for e-commerce, auction sales model, e-business infrastructure components, internet technology, web technology, software application, internet governances, managing e-business infrastructure</p> <p>Unit 3 E-environment, social and legal factors, green issues, taxation, economic and competitive factors, political factors, e-government, E-business strategy, strategic analysis, strategic objectives, strategic decision, implementation</p> <p>Unit 4 Supply chain management, the value chain, option of restructuring the chain, supply chain management and implementation, E-procurement, drivers of e-procurement, estimating e-procurement costs, barriers, risks and implementation</p> <p>Unit 5 E-marketing, planning, situation analysis, objective setting, strategy, digital media communication, tactics, online branding, actions and control, customer relationship management, online buying process, customer acquisition management, social media and CRM strategy, service quality, customer extension, Technological solution for CRM, change management, analysis and design, process modeling, data modeling, security design for e-business, E-business service implementation and optimization</p>
References:	<ol style="list-style-type: none"> 1. e-business and e-commerce management, by Dave Chaffy, Pearson 2. E-Marketing, by Judy Straues, 7th edition, Prentice Hall 3. Digital Marketing, Vandana Ahuja, Oxford University Press 4. Fundamentals of Digital Marketing, Puneet Singh Bhatia, Pearson education
Course Outcomes	<p>CO1: Introduction to e-business and e-commerce: It gain an overview of the e-business and e-commerce. It also involves the understanding the digital transformation of business processes and the role of technology in facilitating online transactions.</p> <p>CO2: Business and consumer's models: It may explore why e-business and e-commerce are crucial in the business environment. It covers various business models for consumers and business including digital technology.</p> <p>CO3: E-business strategy: Understanding the strategic considerations in the context of e-business is likely a key focus. It includes how businesses formulate and implement</p>



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	<p>strategies to leverage digital technologies effectively. It covers legal and political factors also.</p> <p>CO4: Applications of e-business: It explore specific applications areas of e-business in various industries. It includes online retail, digital marketing, supply chain management and other related areas where e-business technology is applied.</p> <p>CO5: Implementation of e-business: It is practical aspects of implementation of e-business strategies including digital and online technology. It include the best practices and challenges faced by the organization in e-business services implementation and optimization.</p>																																																
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Course code	ABM 610
Course title	Agribusiness and Agricultural Rural Marketing
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	This course is designed to understand the rural environment, rural consumer behavior and different strategies applied in development of agribusiness and rural marketing.
Course Content	<p>Unit 1 Introduction to agribusiness management, importance for developing countries. National business environment. Historical perspective of globalization of business and concept of globalization and international business.</p> <p>Unit 2 Alternative modes of business expansion, strategic tradeoffs and their selection strategy. Framework of international marketing, market identification, segmentation and targeting and entry mode decisions and international marketing mix decisions. Conceptual framework of e-business technology and environment, e-business applications and models, and alternative e-business strategies.</p> <p>Unit 3 Agricultural marketing, Agricultural marketing organizations, cooperative management, cooperative marketing, BIS, marketing of agricultural inputs.</p> <p>Unit 4 Understanding rural market environment, rural-urban divide, rural marketing challenges and opportunities, structure and relationships of formal and informal markets, periodic markets, rural marketing strategy – consumer durables and non-durables, product planning, product mix, pricing, distribution strategy.</p> <p>Unit 5 Rural consumer's behavior, Reference groups and family influences, social class, culture influence, sub culture, cross cultural consumer behavior, Promotion and communication strategy, media planning, distribution channels, organizational and personal selling, innovation in rural marketing.</p>
References:	<ol style="list-style-type: none"> 1. The Rural Marketing, Pradeep Kashyap & Siddharth Raut Rural Marketing by Sanal Kumar Velayudhan 2. Marketing as Strategy by Nirmalya Kumar 3. We are like that only – Understanding the Logic of Consumer India by Rama Bijapurkar 4. How India Earns, Spends and Saves - Unmasking the Real India by Rajesh
Course Outcomes	<p>CO1 Agribusiness Management on the Global Stage: Understanding the introduction to agribusiness management, recognizing its importance for developing countries, exploring the national business environment, and delving into the historical perspective and concept of globalization in international business are foundational for navigating the global dynamics of agribusiness management.</p> <p>CO2: Strategic Business Expansion and International Marketing Mastery: Navigating alternative modes of business expansion, making strategic</p>



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	<p>tradeoffs, and selecting entry modes, understanding the framework of international marketing, including market identification, segmentation, targeting, and entry mode decisions, and mastering the conceptual framework of e-business technology, applications, models, and strategies are essential for comprehensive expertise in global business management.</p> <p>CO3: Holistic Agricultural Marketing Expertise: Gaining knowledge in agricultural marketing, understanding agricultural marketing organizations, cooperative management, cooperative marketing, BIS standards, and the marketing of agricultural inputs provides a comprehensive foundation for effective management and operation within the agricultural marketing domain.</p> <p>CO4 Strategic Insights in Rural Marketing: Grasping the rural market environment, acknowledging the rural-urban divide, and addressing challenges and opportunities, understanding the structure of formal and informal markets, periodic markets, and formulating effective rural marketing strategies for consumer durables and non-durables involving product planning, product mix, pricing, and distribution strategies are crucial for success in rural marketing endeavors.</p> <p>CO5 Deciphering Rural Consumer Dynamics: Understanding rural consumer behavior, recognizing the impact of reference groups, family, social class, culture, and sub-culture on consumer behavior, and implementing effective promotion and communication strategies through media planning, distribution channels, organizational and personal selling, and innovation are pivotal for successfully navigating the intricacies of rural marketing.</p>																																																
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Course code	ABM 611
Course title	Sales Management
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	This course is accomplishing sales management, sales personnel/team involvement, formulation of strategies for product line, on pricing, distribution channel/network.
Course Content	<p>Unit 1 Personal selling and, Sales Management, Business enterprise, Salesmanship, setting personal selling objectives, determining sale related Marketing policies, formulating personal selling strategy</p> <p>Unit 2 Organizing the sale efforts, effective sales executive, sales organization, sales department relations, distributive-network relations</p> <p>Unit 3 Sales force management, personnel management in the selling field, recruiting sales personnel, selecting sales personnel, planning sales training programs, executing and evaluating sales training programs, motivating sales personnel, compensating sales personnel, managing expenses of sales personnel, sales meeting and sales contests, controlling sales personnel</p> <p>Unit 4 Controlling the sales, sales budget, quotas, sales territories, sales control and cost analysis</p> <p>Unit 5 International sales management, culture, formulating international strategy, organization structures, evaluation and control</p>
References:	<ol style="list-style-type: none"> 1. Sale Management, Still, Cundiff and Govoni, PHI 2. Sales Management: Analysis and Decision Making, Ingram, Cengage Learning. Sales & Distribution Management, Krishna K. Havaldar and Vasant. M. Cavall, TMH. 3. Fundamentals of Sales Management, “Ramneek Kapoor”, Macmillan. Management of a Sales Force, “Spiro, Stanton and Rich”, TMH. 4. Sales Management: In the Indian Perspective, “Vaswar DasGupta”, PHI.
Course Outcomes	<p>CO1: Strategic Salesmanship: Navigating Objectives, Policies, and Enterprise Success: Mastering personal selling and sales management by understanding the art of setting objectives, determining sales-related marketing policies, and formulating effective personal selling strategies within the broader context of business enterprise.</p> <p>CO2: Optimizing Sales Structures: Strategies for Success: Gaining insights into organizing sales efforts, cultivating effective sales executives, fostering harmonious sales department relations, and navigating the complexities of distributive-network relations for enhanced sales success.</p> <p>CO3: Strategic Sales Force Management: Nurturing Excellence and Efficiency: Acquiring proficiency in personnel management, from recruiting and selecting to planning, executing, and evaluating training programs, motivating and compensating sales personnel, managing expenses, orchestrating effective sales meetings, contests, and maintaining control for an optimized sales force.</p>



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	<p>CO4 Strategic Control in Sales Management: Budgets, Quotas, Territories, and Cost Analysis: Gaining mastery in controlling sales through effective budgeting, quota setting, sales territory management, and cost analysis for streamlined and efficient sales operations.</p> <p>CO5 Global Sales Mastery: Navigating Culture, Strategy, and Structures: Developing expertise in international sales management by understanding the nuances of cultural dynamics, formulating effective international strategies, designing organizational structures, and implementing robust evaluation and control mechanisms for global success.</p>																																																
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Course code	ABM 612																																																						
Course title	Consumer Behavior																																																						
Course credit	2 (2+0)																																																						
Teaching per Week	2 hrs																																																						
Course Objective (CO)	This course provides the background and the tools for a strong and comprehensive understanding of consumer behavior, consumer psychology, social and cultural dimension, consumer decision making.																																																						
Course Content	Unit 1 Consumer behavior, impact on current world, consumer research, market segmentation Unit 2 Consumer motivation, personality and consumer behavior, consumer perception, consumer learning, consumer attitude formation and change, communication and consumer behavior Unit 3 Reference groups and family influences, social class, culture influence, sub culture, cross cultural consumer behavior Unit 4 Consumer influence and diffusion of innovations, consumer decision making and beyond																																																						
References:	1. Consumer Behavior, Schiffman and Kanuk, PHI 2. Consumer Behaviour and Advertising Management, Matin Khan, NEW AGE INTERNATIONAL (P) LIMITED, PUBLISHERS 3. Consumer Behavior, Atul Kr Sharma, Global Vision Publishing House 4. Consumer Behavior, Raju M.S, Vikas Publishing House Pvt. Ltd.																																																						
Course Outcomes	CO1: Understanding Consumer Dynamics: Insights and Implications for the Modern World: Gaining profound insights into consumer behavior, recognizing its impact on the contemporary world, conducting effective consumer research, and mastering the art of market segmentation for strategic marketing approaches. CO2: Unlocking Consumer Insights: Motivation, Personality, and Behavior Dynamics: Delving into the intricate realms of consumer motivation, personality influences, perception, learning processes, attitude formation and change, and understanding the pivotal role of communication in shaping consumer behavior. CO3: Societal Threads in Consumer Choices: Groups, Classes, and Cultures: Exploring the impact of reference groups, family dynamics, social class, cultural influences, subcultures, and the nuances of cross-cultural consumer behavior on the intricacies of consumer choices. CO4 Consumer Dynamics: From Influence to Innovation: Unpacking the intricacies of consumer influence, the diffusion of innovations, and the multifaceted process of consumer decision-making, extending into the broader realm of post-decision behavior.																																																						
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Course code	ABM 613
Course title	Integrated Marketing Communication
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	This course covers promotional function and the growing importance of advertising and other promotional elements, IMC perspectives, global perspectives, ethical perspectives, diversity perspectives as well as upcoming new career profiles.
Course Content	<p>Unit 1 Introduction to integrated marketing communication, role of integrated marketing communication process, analysis of integrated marketing programme, consumer behavior perspective</p> <p>Unit 2 Communication process, source, message, channel factors, establishing objectives and budgeting for promotional program</p> <p>Unit 3 Developing integrated marketing communication by creative strategy – planning, development, implementation and evaluation, media planning, evaluation of broad cast media, printing media, support media, direct marketing, internet and interactive media, sales promotion, public relation, publicity and corporate advertising, personal selling</p> <p>Unit 4 Measuring the effectiveness of the promotion program – monitoring, evaluation and control, international advertising and promotion, regulation of advertising and promotion, evaluating the social, ethical and economic aspects of advertising and promotion</p>
References:	<ol style="list-style-type: none"> 1. Advertising and promotion, G Belch and M Belch, Tata McGraw Hills Marketing Communications: Contexts, Strategies and Applications, Fill, C., Pearson 2. Strategic Marketing Communications, Smith, P., Perry, C. and Pulford, A., Kogan Page
Course Outcomes	<p>CO1: Strategic Insights into Integrated Marketing Communication: Grasping the fundamentals of integrated marketing communication, understanding its process and role, and gaining insights into the analysis of integrated marketing programs with a focus on consumer behavior perspectives.</p> <p>CO2: Crafting Effective Communication Strategies: Factors and Budgeting: Understanding the communication process, key elements like source, message, and channel factors, and mastering the art of establishing objectives and budgeting for a strategic promotional program.</p> <p>CO3: Strategic Creativity in Integrated Marketing Communication: Mastering the development of integrated marketing communication through creative strategy, encompassing planning, development, implementation, and evaluation, including media planning, broadcast, printing, support media, direct marketing, internet, sales promotion, public relations, publicity, corporate advertising, and personal selling.</p> <p>CO4 Assessing Impact in Advertising and Promotion: Beyond Metrics: Gaining insights into measuring promotion program effectiveness through monitoring, evaluation, and control, exploring international dimensions, understanding the</p>



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	regulations governing advertising and promotion, and evaluating the broader implications on social, ethical, and economic aspects.							
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Course code	ABM 614
Course title	International Marketing Management
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	This course covers general and competitive business environment of different countries, core competencies which create competitive advantage, estimating resource and capabilities required for international market
Course Content	<p>Unit 1 Introduction, Market potential of countries, International organization, International trading, International competitive advantage and buyer's profile, International environment for business, customer, competition and controls</p> <p>Unit 2 International pricing, international business to business marketing, international Marketing of services, international strategic marketing, international stake holders, international brand, international marketing concepts</p> <p>Unit 3 Marketing competitive forces worldwide, advertising and promotion in international markets, international public relation, international marketing research, distribution of goods worldwide</p> <p>Unit 4 International markets for the 21st century, import and exports, international management for marketing personnel, international marketing audit, international collaboration, controls and global manufacturing</p>
References:	<ol style="list-style-type: none"> 1. International marketing management, U.C. Mathur, Sage publication 2. International Marketing, Warren Keegan, Pearson Education Asia Ltd and Tsinghua University Press. 3. Strategic Planning for Export Marketing, Franklin R Root Scranton, International Textbook Co. 4. International Trade and Investment, Franklin R Root Scranton, International Textbook Co. 5. International Marketing Management, Philip Kotler Prentice-Hall International, Inc Prentice-Hall International, Inc 6. International Marketing, Philip R Cateora and John L Graham Irwin/McGraw-Hill, Boston 7. International Marketing (Analysis and strategy): Sak On kvisit & John J Shaw, Pearson Education Asia Ltd and Tsinghua University Press. 8. International Marketing, Vern Terpstra and Ravi Sarathy New York Holt, Rinehart and Winston Inc
Course Outcomes	<p>CO1. Understanding of Global Marketing Environment: Students should be able to comprehend the complexities of the global market, including cultural, economic, legal, and political factors that impact international marketing strategies.</p> <p>CO2. Application of International Marketing Strategies: Students should be able to apply various marketing strategies such as market entry modes, product</p>



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	<p>adaptation, pricing, distribution, and promotional strategies in the context of international markets.</p> <p>CO3. Analysis of International Consumer Behavior: Students should be able to analyze and understand the behavior of consumers in diverse international markets, including their preferences, buying patterns, and cultural influences.</p> <p>CO4. Evaluation of Global Market Opportunities: Students should be able to identify and evaluate potential international market opportunities, including market research, segmentation, targeting, and positioning strategies for global expansion.</p> <p>CO5. Development of International Marketing Plans: Students should be able to develop comprehensive international marketing plans that integrate the various elements of marketing mix to address the challenges and opportunities in the global marketplace.</p>																																																
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Course code	ABM 615
Course title	Financial Market and Services
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	This course includes the financial market and services in India which is the very crucial part of Indian financial system which give ideas about the working of financial system of India.
Course Content	<p>Unit 1 Introduction and Structure of Financial System, the Financial System and the Economy, Reforms in the financial system, current financial system in India.</p> <p>Unit 2 Financial Markets: Introduction and structure of financial market, Capital Markets, Money Markets, Primary Market, Secondary Market, Derivatives Market, Debt Market, Public sector undertaking bond market, Government securities market – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms.</p> <p>Unit 3 Financial Institutions: Introduction, evolution and changing role of financial institutions, Development Banking Institutions Viz. IDBI, IFCI, ICICI, IRBI, NABARD, SIDBI, and EXIM Bank. Banking and Non-banking financial institutions, Mutual Funds</p> <p>Unit 4 Financial Services: Concept, Nature and Scope of Financial Services, Regulatory Frame Work of Financial Services, Growth of Financial Services in India, Investment banking, Merchant Banking, Depositories and custodians, Credit rating, Factoring and forfeiting, Leasing and Hire Purchas, Venture Capital Fund Financial inclusion and Microfinance</p> <p>Unit 5 Financial instruments: Concept and types of financial instruments, Capital Market Instruments, Money Market Instruments and New and Innovative Financial Instruments</p>
References:	<ol style="list-style-type: none"> 1. Das, Subhash Chandra, “The financial system in India: Markets, Instruments, Institutions, Services and Regulations” ISBN: 978-81-203-5069-4, PHI publication New Delhi. 2. Pathak Bharti “Indian Financial System” ISBN: 987-93-325-1800-1, Pearson Publication, New Delhi. 3. Padmalatha Suresh and Justin Paul “Management of Banking and Financial Services” ISBN: 978-81-317-3094-2, Pearson Publication, New Delhi.
Course Outcomes	CO1. Understanding of Financial Markets: Students should be able to understand the structure and functioning of financial markets, including the stock market, bond market, money market, and foreign exchange market.



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	<p>CO2. Knowledge of Financial Instruments: Students should be able to identify and analyze various financial instruments such as stocks, bonds, derivatives, and mutual funds, and understand their characteristics, risks, and returns.</p> <p>CO3. Application of Financial Analysis: Students should be able to apply financial analysis techniques such as ratio analysis, trend analysis, and valuation methods to evaluate the financial performance of companies and make investment decisions.</p> <p>CO4. Awareness of Financial Regulations: Students should be aware of the regulatory framework governing financial markets and services, including the role of regulatory bodies such as the Securities and Exchange Board of India (SEBI) and the Reserve Bank of India (RBI).</p> <p>CO5. Development of Financial Plans: Students should be able to develop financial plans for individuals and businesses, including investment strategies, risk management, and financial goal setting.</p>																																																
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Course code	ABM 616
Course title	Rural and Agriculture Finance
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The course is designed with the intention that it cover understanding and concept of rural and agriculture finance and how to implement it with the best possible way which is included.
Course Content	<p>Unit 1 Rural finance: Meaning, definition, features and importance, present overview, Key Challenges in Rural Finance, safety of rural finance, sources of finance. Role of rural finance for agricultural and economic growth, food security and poverty reduction.</p> <p>Unit 2 Agriculture finance: overview to agriculture sectors in India, History of financing agriculture in India, Agriculture credit, problems and prospects, demand and supply of agriculture finance, rural credit to non-farm sectors, challenges for expanding agriculture finance, current status of agricultural finance, Commercial banks, nationalization of commercial banks. Lead bank scheme, regional rural banks, scale of finance. Higher financing agencies, RBI, NABARD, AFC, Asian Development Bank, World Bank, Insurance and Credit Guarantee Corporation of India. Risk analysis of agriculture and rural loan, type of risks in agricultural finance.</p> <p>Unit 3 Risk in Agriculture, History of Crop Insurance in India, Crop Insurance Design Considerations, Yield Index based Underwriting and Claims, National Agricultural Insurance Scheme, Pradhan Mantri Fasal Bima Yojana, Unified Package Insurance Scheme, Role of crop insurance for agricultural growth, challenges for expanding crop insurance, current status of crop insurance.</p> <p>Unit 4 Government policies: role of government institution in rural credit, non-government, semi government, quasi government institutions: growth and present trends, study of government schemes for rural assistance.</p> <p>Unit 5 Micro finance, Micro finance Institution (MFI), Regulatory framework for MFI, Sustainability of MFI, Linkages between Banks and MFI, Progress and Performance of 'SHG, Bank Linkage Programme' in India, Concept of SHG Federation, Financial Inclusion and SHG.</p>
References:	<ol style="list-style-type: none"> 1. Ghosal, S.N., "Agricultural Financing in India", Asia Publishing House, Bombay, 2. Subba Reddy, S. and P. Raghuram., "Agricultural Finance and Management", Oxford & IBH Publishing Company Private Ltd, New Delhi 3. Muniraj, R., "Farm Finance for Development", Oxford & IBH Publishing Company Private Ltd., New Delhi,



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	<p>4. Narendra K. Rustagi “Crop Insurance in India: An Analysis” BR Publishing Corporation</p> <p>5. Narasimhan Srinivasan, “State of Rural Finance in India: An Assessment”, Oxford University Press</p>																																																
Course Outcomes	<p>CO1. Understanding of Rural and Agricultural Finance: Students should be able to understand the unique characteristics of rural and agricultural finance, including the challenges and opportunities in financing agriculture and rural development.</p> <p>CO2. Knowledge of Agricultural Credit: Students should be able to identify and analyze various agricultural credit products such as crop loans, term loans, and Kisan Credit Cards, and understand their features, eligibility criteria, and repayment terms.</p> <p>CO3. Application of Rural and Agricultural Finance: Students should be able to apply financial analysis techniques to evaluate the creditworthiness of farmers and rural entrepreneurs, and make informed lending decisions.</p> <p>CO4. Awareness of Rural and Agricultural Policies: Students should be aware of the policies and programs of the government and other agencies aimed at promoting rural and agricultural development, including subsidies, insurance schemes, and credit guarantee programs.</p> <p>CO5. Development of Rural and Agricultural Finance Plans: Students should be able to develop financial plans for rural and agricultural enterprises, including investment strategies, risk management, and financial goal setting.</p>																																																
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Course code	ABM 617
Course title	Advanced Operation Research
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The course is designed with the intention to mathematically establish theories and algorithms to model and obtain optimum and highly efficient results. Focus will be on understanding different techniques to solve business problems
Course Content	<p>Unit 1 Introduction, Linear programming- application and model formulation, Graphical method, simplex method, Duality in Linear programming, sensitivity analysis, integer Linear Programme</p> <p>Unit 2 Goal programming, Transportation program, assignment problem, decision theory and decision trees, Theory of games.</p> <p>Unit 3 Project management: PERT and CPM, deterministic inventory control models, probabilistic inventory control models, queuing theory, replacement and maintenance models, Markov chains, simulation, sequencing problems, information theory, dynamic programming, classical optimization methods</p> <p>Unit 4 Non-linear programming methods, theory of simplex method, revised simplex method, dual-simplex method, Bounded variables LP Problem, parametric linear programming</p>
References:	<ol style="list-style-type: none"> 1. Operations Research-Theory and application by J k Sharma, Trinity Press 2. Principles of Operation Research – Managerial Decision by H M Wagner, PHI
Course Outcomes	<p>CO1: Optimization Mastery: Develop expertise in employing advanced optimization models and algorithms to solve complex business problems, optimizing resource allocation and decision-making processes.</p> <p>CO2: Decision Analysis Proficiency: Enable students to apply decision analysis techniques, including risk assessment and uncertainty modeling, to aid strategic decision-making in dynamic business environments.</p> <p>CO3: Supply Chain Optimization: Acquire skills to analyze and optimize supply chain operations, including inventory management, logistics, and distribution strategies, to enhance operational efficiency and responsiveness.</p> <p>CO4: Simulation Techniques: Proficiency in using simulation methods to model and evaluate real-world business scenarios, facilitating strategic planning and risk mitigation strategies.</p> <p>CO5: Integration of OR with Business Strategy: Develop an understanding of how Operations Research aligns with and contributes to broader business strategies, allowing students to integrate OR methodologies effectively into organizational decision-making for competitive advantage.</p>



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Course code	ABM 618																														
Course title	Advanced Entrepreneurial Development																														
Course credit	2 (2+0)																														
Teaching per Week	2 hrs																														
Course Objective (CO)	This course is designed to enhance the knowledge for establishment of new venture. Focus will be on methodology for developing new projects and encouraging them to study new ventures.																														
Course Content	<p>Unit 1 Introduction, entrepreneurship, women entrepreneurship, rural entrepreneurship, Tourism entrepreneurship, Medical tourism, agri-preneurship, social entrepreneurship, family business, factor affecting entrepreneurship growth, entrepreneurship development programmes (EDPs)</p> <p>Unit 2 Micro and small enterprises, opportunity identification and selection, formulation of business plans, project appraisal, financing of enterprise, forms of business ownership, institutional finance to entrepreneurs, lease financing and hire purchase, institutional support to entrepreneurs, taxation benefits to small scale enterprises, government policy</p> <p>Unit 3 IPR and MSMEs, growth strategies in small scale enterprises, sickness in small enterprises, e-commerce and small enterprises, franchising, SRB, CSR</p>																														
References:	<ol style="list-style-type: none"> 1. Entrepreneurship, Arya Kumar, Pearson 2. Cases in Entrepreneurship, Eric A Morse, Sage South Asia edition 																														
Course Outcomes	<p>CO1. Understanding of Entrepreneurial Ecosystem: Students should be able to understand the entrepreneurial ecosystem, including the role of government, investors, mentors, and support organizations in fostering entrepreneurship.</p> <p>CO2. Knowledge of Entrepreneurial Strategies: Students should be able to identify and analyze various entrepreneurial strategies such as innovation, market entry, growth, and exit, and understand their characteristics, risks, and returns.</p> <p>CO3. Application of Entrepreneurial Tools: Students should be able to apply various entrepreneurial tools such as business model canvas, lean startup methodology, and design thinking to develop and validate business ideas.</p> <p>CO4. Awareness of Entrepreneurial Finance: Students should be aware of the various sources of entrepreneurial finance, including venture capital, angel investors, crowdfunding, and bootstrapping, and understand the process of raising capital for a startup.</p> <p>CO5. Development of Entrepreneurial Plans: Students should be able to develop comprehensive entrepreneurial plans that integrate the various elements of entrepreneurship, including ideation, validation, funding, and growth strategies</p>																														
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Course code	ABM-619
Course title	Advanced Production & Operation Management
Course credit	2 (2+0)
Teaching per Week	2
Course Objective (CO)	The objective of this course is to expose the learner to the field of production and operations management. The focus will be on imparting knowledge of the basic concepts, tools, and functions of production management
Course Content	<p>Unit 1 : Production and Operations Management about managing process, characteristics, activities of Production and Operations Management. The role of operations function, Operations performance objectives, speed, dependability, flexibility, cost and performance. What is strategy and what is operations strategy? The ‘top-down’ perspective, The ‘bottom-up’ perspective, The market requirements perspective, The operations resources perspective, The process of operations strategy</p> <p>Unit 2 : Process Design: The design activity; Process types – the volume–variety effect on process design; Detailed process design; The effects of process variability, Design of products and services: why is good design so important? Concept generation; Concept screening; Preliminary design; Design evaluation and improvement; Prototyping and final design, the benefits of interactive design. Scheduling, Work study, method study, work measurement, types of interface design, CAD, CAM, Cloud Operations Management</p> <p>Unit 3 : Manufacturing system and types, Product selection, design and development, Productivity, Capacity planning, Industrial safety. Meaning and Dimensions of Quality, Quality Control Techniques, Quality Based Strategy, Total Quality Management (TQM), Towards TQM – ISO 9000 as a Platform – Working with Intranet, Total Productive Maintenance (TPM), Accepting sampling, Statistical Process Control, ISO standards and their importance, Introduction to reengineering, value engineering, Check sheets, Pareto chart, Ishikawa charts, Six sigma, Lean Management, Reliability Engineering, Safety engineering, Fault tree analysis</p> <p>Unit 4 : Inventory management, Purchase management, Supply Chain Management, Logistics Management, Maintenance Management, Store Management, Material Management, Safety Management in reference to production and Operations Management</p> <p>Unit 5 : Value creation, Quality service delivery, efficient service delivery, Performance measurement, role of technology, Production and Operations Management in the developing world. Business Process Modelling, Data Driven Approach to Process Definition. Logical vs. Physical Database Modelling, Business Process, the Way Forward</p>
References:	<ol style="list-style-type: none"> 1. Adam & Ebert. 2006. Production and Operations Management: Concepts 2. Models and Behaviour. 5th Edition. Prentice Hall of India



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	<p>3. Buffa ES. 2008. Modern Production/Operations Management. Wiley India</p> <p>4. Stevenson WJ. 2005. Operations Management. Tata McGraw Hill</p>							
Course Outcomes	<p>1. Inculcate process design skills, inventory management and capacity management through case study methods</p> <p>2. Develop the skill of facility layout and locational planning through circulation of materials</p> <p>3. Inculcate scheduling and sequencing techniques through circulation of materials</p> <p>4. Understanding the concept of productivity and process management through circulation of materials</p> <p>5. Inculcate the knowledge relate to quality management through circulation of materials</p>							
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Course code	ABM 620
Course title	International Trade
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	The Course deals with the theory and practice of international trade and trade related policies. The objective is to provide students with a through grounding in the theory of international trade as well as international trade policies and to demonstrate the relevance of the theory in the analysis of existing patterns of international trade and its determinants and conduct of trade policy and its economic implications.
Course Content	<p>Unit 1 Globalization and International Business - Introduction, Globalization of Business: A historical Perspective, Concept of Globalization, Measuring Globalization, Support and Criticism of Globalization, Response Strategies to Globalization Forces for Emerging Market Companies, Domestic Versus International Business, Managing Business in Globalization Era</p> <p>Unit 2 World Trade Organization - WTO Agreements: An Overview, Ministerial Conferences and Emerging Issues, The Deadlock in WTO Negotiations, GATT/WTO System and Developing Countries, SPS and TBT Measures</p> <p>Unit 3 Policy Framework for International Trade - Introduction, Trade Policy Options for Developing countries, Instruments of trade policy, India's Foreign Trade Policy, Policy Initiatives and Incentives by the State Governments, WTO and India's Export Promotion Measures, relationship between trade, investment and economic growth and congruence of trade policies.</p> <p>Unit 4 Theories of International Trade -Classical Theory of Comparative Cost Advantage, Haberler's Theory of Opportunity Cost, Heckscher –Ohlin Theory, Leontiff's Paradox and its Criticism, Stolper Samuelson's Theorem, Rybczynski Theorem, Vernon's Product Cycle Theory, technological Gap theory, Vent for Surplus Theory, Gains from Trade and Terms of Trade, Prebisch-Singer Thesis, Implications of Trade theories</p> <p>Unit 5 Commercial Policy - Free Trade vs Protection, Tariffs, Quotas, Dumping, Exchange Control, Theory of Customs Union, Economic Integration, Types of Regional Trade Arrangements (PTA, FTA, CM, CU, EU), Limitations of Regional Economic Integrations, India's participation in Regional Trade Agreements, Regional Trade Arrangements via a vis Multilateral Trading System under WTO</p> <p>Unit 6 Institutional Framework for International Business -International Economic Institutions, Organizations for International Trade Promotions, Institutional Framework for International Trade in India, International Political and legal Environment, Risks in International Business</p>



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	Unit 7 International Marketing -Country Evaluation and Selection, Modes of International Business Expansion, FDI, Multinational Enterprises, Framework of International Marketing, Market Identification: Segmentation and Targeting, Entry Mode decisions, International Marketing Mix- Identification of Markets, Product Policy, International Product Life Cycle, Promotion Strategy, Pricing Strategy and Distribution Strategy; Various Forms of International Business; Marketing of Joint Ventures and Turnkey Projects																																																
References:	<ol style="list-style-type: none"> 1. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi,2009 2. Ram Singh, International Trade – Operation, Excel Books, New Delhi, 2009 3. P. Subba Rao, International Business – Text & Cases, Himalaya Publishing House, Delhi 2001 4. Francis Cherunilam, Global Economy and Business Environment, Himalaya Publishing House, Delhi 2001 																																																
Course Outcomes	<p>CO1: Global Market Understanding: Develop a comprehensive understanding of international trade theories, policies, and practices in the context of global markets and economies.</p> <p>CO2: Trade Policy Analysis: Enable students to critically analyze trade policies, tariffs, and regulatory frameworks to assess their impact on businesses operating in global markets.</p> <p>CO3: Risk Management in Global Trade: Equip students with the skills to identify, assess, and mitigate risks associated with international trade, including currency fluctuations, geopolitical factors, and trade barriers.</p> <p>CO4: Cross-Cultural Negotiation Skills: Cultivate effective cross-cultural communication and negotiation skills essential for conducting international business transactions and partnerships across diverse markets.</p> <p>CO5: Strategic Global Expansion: Enable students to formulate and evaluate strategies for market entry, expansion, and international business development, considering trade dynamics, market trends, and geopolitical influences.</p>																																																
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Course code	ABM 621
Course title	Export-import and Logistics Management
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	To provide an overall perspective on the international business environment and economic relations, developing an understanding towards export procedures and documentation, logistics and finance.
Course Content	<p>Unit 1 Understanding Export-import environment – export policy resolution 1970, Exim 2002-2007, highlights of the current Exim Policy, Advance license, special imprest license, export obligation, transferability of advance license, acceptance of bond/legal Undertaking, export promotion capital goods scheme, export and trading houses, international commercial terms 2000</p> <p>Unit 2 Financing of Exports – International Terms of Payments, letter of credit, export finance-preshipment and post-shipment finance, Export credit and guarantee corporation, foreign exchange management act (FEMA) – basic concepts, regulation and management of foreign exchange, authorized persons, contravention and penalties, adjudication and appeal, foreign investment</p> <p>Unit 3 Convertibility of rupee, liberalization and its impact –rationale, objectives, various forays, foreign investment in Information and technology sector and internet service providing sector, monetary and credit policy, global recession and its implication, symptoms and causes of recession, foreign exchange market- concept and profit for bank in forex transaction, role of clearing agent, foreign exchange risk management and type of exposure</p> <p>Unit 4 Export procedures and documentation – procedure for customs clearance of exported goods, shipment of cargo and clearance, export by air of post parcel, cargo insurance, export documentation, steps involved in exports documentation, clearing and forwarding agents for export, post export procedures like availing different export incentives</p> <p>Unit 5 Import procedures and documentation - – procedure for customs clearance of imported goods, shipment of cargo and clearance, clearing and forwarding agents for import, essential knowledge for import, policy and procedures, institutional infrastructure for imports, central advisory council of India, Zonal export and import advisory committees, preliminaries for starting import business, exchange rate, forward exchange, evidence of import, International tenders, project import regulation</p>



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	<p>Unit 6 Logistic management – distribution channels – direct and indirect selling channels, international marketing logistics, international marketing logistics – concept, importance and need etc. , International transport modes, growing divergence in transport, world shipping terms- unitised container, break bulk shipment, chartering, Indian shipping - an overview, history, present status, required changes, competitiveness and contribution to Indian economy.</p>																																																
References:	<ol style="list-style-type: none"> 1. Export import and logistics management by Usha Kiran Rai 2. Export import documentation and procedures by Senthilvelmurugan and mahalakshmis 3. Export Import Management by Justin Paul and Rajiv AserkarExim Management by S Soundaian 4. Export Import Procedures by C Rama 																																																
Course Outcomes	<p>CO1: Logistics Proficiency: Develop a comprehensive understanding of export-import logistics processes, encompassing transportation, warehousing, and distribution management for global trade operations.</p> <p>CO2: Regulatory Compliance Mastery: Gain expertise in navigating international trade regulations, customs procedures, and compliance requirements essential for efficient and legally sound cross-border transactions.</p> <p>CO3: Supply Chain Optimization: Acquire skills to optimize supply chain logistics, including inventory management, sourcing strategies, and transportation systems, to enhance efficiency and cost-effectiveness in global trade.</p> <p>CO4: Risk Mitigation Strategies: Develop the ability to identify, assess, and mitigate risks associated with export-import logistics, including disruptions in supply chains, geopolitical factors, and regulatory changes.</p> <p>CO5: Strategic Trade Decision-Making: Apply logistics concepts and tools to make informed strategic decisions in export-import operations, considering market trends, trade agreements, and logistical complexities for sustainable competitive advantage.</p>																																																
Mapping between COs with PSOs	<p>Mapping between COs and PSOs</p> <table border="1" data-bbox="360 1442 1433 1671"> <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 622
Course title	Dynamics of Rural Development
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	This course focuses on elements of rural development & rural economy, development theories, determinant of rural development, strategies and policies for rural development
Course Content	<p>Unit 1 Introduction – Concept, basic element of rural development, growth vs development, raising expectations and development, development and change, dilemmas in development, Rural economy of India- size & structure, characteristics of the rural sector, role of the Non/Agricultural subsector,</p> <p>Unit 2 Measures of development, measures of income distribution, measures of development simplified, concepts and measures of rural poverty, paradigms of rural development – the modernization theory, dependency theory of the marxist school, Rosenstein-rodan’s theory of the ‘Big Push’, leibenstein’s ‘critical minimum effort thesis’, Lewis’ Model of economic development, Gunnar Myrdal’s thesis of ‘Spread and Backwash’ effects, The Human Capital Model of Development, The Gandian Model of rural development, other development theories etc.</p> <p>Unit 3 Determinants of rural development – changes in output, natural resources, human resources, capital, technology, organizational and institutional framework, Rural development policies- freedom, control and public policy, need, goals of rural development, Hierarchy of policy goals, globalization and rural developments,</p> <p>Unit 4 Strategies for sustainable development – concept, indicators of non-sustainable development, review of Indian’s strategies of rural development, Policy instruments of rural development- conceptual framework, action system, policy instruments, equity oriented and growth oriented programmes, poverty and unemployment eradication programmes, social welfare oriented programme, natural resources and infrastructure development programmes.</p> <p>Unit 5 Planning for rural developments – levels and functions of planning, decentralization of planning, methodology of micro level planning, Organising for rural development – organizational models, government organizations, Panchayati Raj Institutions (PRIs), Cooperatives, Non governments’ organizations, Corporations and rural development, rural financing developments & sources. Implementation, monitoring and evaluation of projects</p> <p>Unit 6 Public Policy and collectives & their governance – Individual rationality and collective irrationality – tragedy of commons, collective action and cooperation, different forms of collective organizations,</p>



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	self-help groups, neighbourhood groups, community-based organization, cooperative institutions, producers' organization and social movement
References:	<ol style="list-style-type: none"> 1. Rural Development – Principles, policies and management by Katar Singh, Sage Publication 2. Dynamics of Rural Development Vol. 1 &2, Edited by Debendra K Das, Deep & Deep Publication
Course Outcomes	<p>CO1: Decoding Rural Dynamics: Insights and Implications: Grasping rural development's multifaceted nature, distinguishing growth from comprehensive development, understanding the impact of rising expectations, navigating the dynamic interplay of development and change, addressing ethical dilemmas, and unraveling the intricacies of India's rural economy, with a focus on the vital role played by the non/agricultural subsector.</p> <p>CO2: Unveiling Development Dynamics: Metrics and Models: In this course, students delve into diverse measures of development, exploring indicators that capture the multifaceted nature of societal progress and scrutinizing tools for assessing income distribution. The coursework further navigates through paradigms of rural development, including contrasting theories and models such as the Human Capital Model and the Gandian approach, providing a comprehensive understanding of the varied dimensions shaping global development discourse.</p> <p>CO3: Deciphering Rural Development Dynamics: Drivers and Policies : Understanding that rural development is intricately influenced by changes in output, natural and human resources, capital, technology, and institutional frameworks, while discerning the nuanced interplay between freedom, control, and public policy, aligning the goals within a hierarchy, and recognizing the impact of globalization on rural development.</p> <p>CO4 Towards Sustainable Rural Development: Strategies and Policy Frameworks: Gaining insights into sustainable development strategies, recognizing indicators of non-sustainability, and comprehending the diverse policy instruments in Indian rural development, including equity and growth-oriented programs, poverty eradication initiatives, social welfare programs, and those focusing on natural resources and infrastructure development.</p> <p>CO5 Strategic Foundations for Rural Progress: Planning, Organization, and Implementation: Grasping the significance of planning at various levels, understanding the functions and decentralization, exploring organizational models including government institutions, Panchayati Raj, cooperatives, NGOs, corporations, and comprehending the intricacies of rural financing, development sources, and the critical aspects of project implementation, monitoring, and evaluation.</p> <p>CO6 Navigating Collective Governance: Challenges and Strategies: Understanding the dynamics of individual rationality versus collective irrationality, exploring the tragedy of the commons, analyzing collective action and cooperation, and delving into diverse forms of collective organizations such as self-help groups, neighborhood groups, community-based organizations, cooperatives, producers' organizations, and social movements.</p>



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Course code	ABM 623
Course title	Advanced Business Ethics
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	This course covers the concept of ethics, business environment analysis, global issues related to ethics, business leadership, strategies for CSR
Course Content	<p>Unit 1 Introduction – future research and development, ethics and related concepts, importance, principles, standard issues in business, conduct of business, Methodology of business ethics, guidelines , approaches to morale reasoning, approaches of morale, morale issues in business, promote morale</p> <p>Unit 2 Environmental analysis – process of environmental analysis in formulation of strategies, ethics and environment, dimensions of pollution and resource depletion, Idea of social contract – history, terms, benefit of the social contract, drawback for consumers and employees, domain of politics political system and function, scope, features, role of political parties, Social responsibility – principles, characteristics, assumptions & myth of social responsibility, CSR & ethics.</p> <p>Unit 3 Global competitiveness, changing corporate, rapid export competitiveness, role of EDI in building export competitiveness, Marketing and globalization issue – traditional vs modern view, marketing concepts, implementation and functions of marketing, globalization and MNCs, political economy of globalization & its promises,</p> <p>Unit 4 Ethical Leadership in Business – characteristics of leadership, qualities – outline of traitist theory, psychologists enumeration and leadership moments, Decision making – short and long term decisions, role, classification of decisions, decision making and authority, limitation of individual authority and group decisions, decision and operation research</p> <p>Unit 5 Strategic planning and operational planning, planning system, limitation of strategic planning, reason for inadequate planning in India, steps for effective strategic planning, market economy in business ethics related CSR & corporate philosophy, advertising issues, corporate code of ethics, corruption</p>
References:	<ol style="list-style-type: none"> 1. Business ethics, JC Vora, SBS Publisher 2. Business ethics & environment, S Sharma, Maxford publication, New Delhi



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Course Outcomes	<p>CO1: Application of Ethical Concepts to Complex Business Challenges: Apply advanced business ethics concepts to analyse and address complex challenges faced by organizations and Evaluate the applicability and effectiveness of ethical theories in diverse organizational contexts.</p> <p>CO2: Ethical Leadership and Corporate Governance: Analyse the latest research on ethical leadership and corporate governance and Evaluate the impact of leadership styles and governance structures on ethical decision-making within organizations.</p> <p>CO3: Corporate Social Responsibility (CSR): Explore recent research on CSR and the ethical responsibilities of corporations and Evaluate the impact of CSR initiatives on organizational reputation, stakeholder relations, and financial performance.</p> <p>CO4: Ethics in Marketing and Consumer Behaviour: Examine ethical issues in marketing practices and consumer behaviour and Evaluate the ethical implications of advertising, product development, and customer relations.</p> <p>CO5: Ethics in Finance and Accounting: Analyse ethical challenges in finance and accounting practices and Evaluate the role of ethics in financial decision-making, reporting, and auditing.</p>																																																
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Course code	ABM 624
Course title	Econometric for Agribusiness Management
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	To help students develop deeper understanding of economic statistics, econometrics, and have greater confidence in its application. Students will learn model construction and estimation, with applications in consumer and producer theory which will help them understand practical implications of Economics
Course Content	<p>Unit 1 Introduction to Econometrics - Brief introduction to course: What are econometrics? Why study econometrics? What is an econometric model? Types of Econometrics, Review of Statistical concepts, Sources and types of data, Methodology of Econometrics, designing problem and defining objectives, Hypothesis formulation, Obtaining data, Choice of Method for fitting the data, Fitting of Model, Model criticism and selection, Simple Linear Regression</p> <p>Unit 2 Single Equation Regression Models - The Nature of Regression Analysis, The econometric model, The least squares principle, Estimating the econometric model and interpreting the results, The properties of the least squares estimates of an econometric model, Inference and prediction in the Simple Linear Regression Model, Interval estimation and hypothesis testing, Evaluating the Simple Linear Regression Model, The econometric model with more than one independent variable, Estimating the multiple regression and interpreting the results, Dummy variable Regression Models, Exercises</p> <p>Unit 3 Problems of Econometrics - Multicollinearity, Heteroscedasticity, and Autocorrelation: Nature, Estimation, Consequences, Detection and Remedial Measures, Exercises</p> <p>Unit 4 Various types of Models - Non-Linear Regression Models- Estimation and Approaches, Logit and Probit Model, Panel Data Regression Models, Autoregressive and Distributed Lag Models</p> <p>Unit 5 Time Series Analysis -Key concepts, Stochastic Processes, Unit Root Stochastic Process, Trend Stationary and Difference Stationary Stochastic Processes, Spurious Regression, The Unit Root tests, Transforming non-stationary time series, Cointegration, Approaches to Economic Forecasting, AR, MA and ARIMA Modelinf of Time Series Data, The Box Jenkins (BJ) Methodology, Vector Autoregressive (VAR), ARCH and GARCH models, Some Managerial Economics applications</p>
References:	1. Damodar Gujarati, Dawn Porter, and Sangeeta Gunasekar, Basic



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	<p>Econometrics, 5th Edition. McGraw-Hill.</p> <p>2. Woolridge, Jeffrey. 2013. Introductory Econometrics: A Modern Approach, 5th edition. Cengage Learning.</p> <p>3. Maddala, George S., Introduction to Econometrics, Prentice Hall. Any edition. Stock, James H. and Mark Watson. Introduction to Econometrics, 2nd Edition. Pearson, Addison Wesley. 2007</p>																																																
Course Outcomes	<p>CO1. Understanding of Econometric Techniques: Students should be able to understand and apply various econometric techniques such as regression analysis, time series analysis, and panel data analysis to analyze agricultural and agribusiness data.</p> <p>CO2. Application of Econometric Models: Students should be able to apply econometric models to analyze the relationships between agricultural inputs, outputs, and market factors, and make informed decisions based on empirical evidence.</p> <p>CO3. Interpretation of Econometric Results: Students should be able to interpret the results of econometric analysis in the context of agribusiness management, including understanding the significance of coefficients, hypothesis testing, and model diagnostics.</p> <p>CO4. Use of Econometric Software: Students should be proficient in using econometric software such as STATA, R, or EViews to conduct data analysis, estimation, and interpretation of econometric models.</p> <p>CO5. Development of Econometric Research Projects: Students should be able to develop and execute econometric research projects related to agribusiness management, including formulating research questions, collecting data, and applying appropriate econometric techniques to address real-world agricultural and agribusiness challenges.</p>																																																
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Course code	ABM 625
Course title	Agribusiness and Climate Change
Course credit	2 (2+0)
Teaching per Week	2 hrs
Course Objective (CO)	This is designed to understand the challenges of climate change to agribusiness enterprise and to train learners to think and design possible solution to the underlying problem
Course Content	<p>Unit 1 Weather, climate and climate change - Introduction, difference between weather and climate, drivers of climate change, contributing sectors, Anthropogenic activities including Agriculture and contribution to climate change, current and future scenario, Role of IPCC, Convention and treaties, Global initiatives to fight climate change, India's stand</p> <p>Unit 2 Contribution of Agribusiness to climate change and mitigation strategies - Input acquisition cost: Manufacture of fertilizers, transport and handling of inputs, Soil, Land and Water Management: soil tillage operations, soil erosion issues, soil fertility issues. Crop/ Livestock husbandry, Pests and disease control, marketing and value addition/ processing. Mitigation strategies for input acquisition, soil, land and water management, crop/ livestock husbandry, Pests and disease control, marketing and value addition/ processing</p> <p>Unit 3 Impact of climate change on Agribusiness - Increased cost of transportation/ handling, reduced quality of inputs, enhanced soil erosion, reduced nutrient use efficiency, reduced machinery efficiency, increased irrigation cost, destruction of farm infrastructure, total enterprise failure, reduced quality and yield, increased cost to control/ manage stressors, higher and new incidences of diseases and pests, Increased cost of processing, handling, packaging and transportation, Reduced quality of product/produce, shorter shelf life of the produce/product, Competition from cheap alternative products/produce, Market gluts (risks of low prices)</p> <p>Unit 4 Challenges to Agribusiness in a changing climate, Opportunities for Agribusiness in Adaptation and Mitigation to Climate Change - Pre production, production, pre and post-harvest, transportation, processing, marketing sales and consumption, Use of Renewable energy, Tillage and planting, Water management: Greenhouse, hydroponics, Micro Irrigation Systems, post-harvest management, crop insurance, Finance and business advisory, enabling ecosystems, access to information</p> <p>Unit 5 Climate change adaptation strategies of Agribusiness enterprise -</p>



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	Climate smart agriculture, Input acquisition: proper enterprise choice, seasonal planning, proper farm storage, soil health card, good agricultural practices, good animal husbandry practices, marketing and value addition/ processing: farm record analysis, market intelligence and surveys, product diversification, contract farming, Keeping the costs of processing, handling, packaging and transportation low, keeping low production and marketing costs, index based weather insurance																																																
References:	<ol style="list-style-type: none"> 1. Handbook on Climate Change and Agriculture, by Diner, Ariel and Mendelsohn, Robert, Edward Elgar Publisher 2. Climate Change and Agriculture in India: Studies from Selected River Basins, by K. Palanisami, C. R. Ranganathan, Udaya Sekhar Nagothu, Krishna Reddy Kakumanu, Routledge India 																																																
Course Outcomes	<p>CO1 : Advanced Understanding of Agribusiness and Climate Change Theories: Demonstrate a comprehensive understanding of the latest theories, models, and frameworks in agribusiness and climate change. Critically evaluate and synthesize different perspectives in contemporary research at the intersection of agribusiness and climate change.</p> <p>CO2: Cutting-edge Research Skills: Develop advanced research skills for designing and conducting empirical studies in the field of agribusiness and climate change. Critically review and analyze recent literature, identifying gaps and proposing areas for further research.</p> <p>CO3: Application of Climate Change Concepts to Agribusiness Challenges: Apply advanced climate change concepts to analyze and address complex challenges faced by agribusinesses. Evaluate the applicability and effectiveness of adaptation and mitigation strategies in diverse agribusiness contexts.</p> <p>CO4: Impact of Climate Change on Agricultural Productivity and Supply Chains: Analyze the latest research on how climate change affects agricultural productivity, supply chains, and value chains. Evaluate the implications of climate change for food security, distribution, and market access in agribusiness.</p> <p>CO5: Innovations in Sustainable Agriculture: Explore recent research on sustainable agricultural practices in the context of climate change. Evaluate innovations in agribusiness that promote environmental sustainability and resilience.</p>																																																
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Course code	ABM 695																																																
Course title	Seminar I																																																
Course credit	1 (1+0)																																																
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 696																																																
Course title	Seminar II																																																
Course credit	1 (1+0)																																																
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>																																																
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> <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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International Agribusiness Management Institute
Anand Agricultural University,
Anand-388110

Course code	ABM 699																																																
Course title	Doctoral Research (Thesis)																																																
Course credit	45																																																
Teaching per Week																																																	
Course Objective (CO)	Develop advanced research skills: To enable students to conduct independent and rigorous research in their chosen field of study, Contribute to the body of knowledge: To produce original and significant contributions to the academic and professional literature, Demonstrate critical thinking and analytical abilities: To showcase the student's ability to critically analyze existing literature, identify research gaps, and propose novel solutions or insights, Enhance academic writing and communication skills: To effectively communicate complex ideas and research findings through scholarly writing and presentations and Prepare for a career in academia or research: To equip students with the expertise and credentials necessary for a successful career in academia, research, or other specialized fields.																																																
Course Content	Nil																																																
References:																																																	
Course Outcomes	CO1. Research Proficiency: Students should demonstrate advanced proficiency in conducting independent research, including formulating research questions, designing methodologies, and collecting and analyzing data. CO2. Scholarly Writing: Students should be able to produce high-quality scholarly writing that adheres to academic standards, effectively communicates research findings, and contributes to the existing body of knowledge in their field. CO3. Critical Thinking and Problem-Solving: Students should demonstrate the ability to critically evaluate existing literature, identify research gaps, and propose innovative solutions or insights within their area of study. CO4. Research Dissemination: Students should be able to effectively disseminate their research findings through presentations, publications, and academic conferences, contributing to the broader academic and professional community. CO5. Ethical Research Conduct: Students should adhere to ethical standards in research, including integrity in data collection and analysis, respect for intellectual property rights, and compliance with institutional and professional guidelines.																																																
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