



Course

MBA-ABM

(A Two-Year Course)

Under

School of Advanced Agriculture Sciences and Technology

Department of Agri-Business Management

Proposed by

Dr. Jitendra Ojha

Course with effective from: 2026-27

AGRIBUSINESS MANAGEMENT

Course Structure of MBA-ABM

Semester wise distribution of courses

SEMESTER - I

Course Code	Course Title	Credits
ABM 501	Principles of management and organization behavior	3 (2+1)
ABM 503	Managerial economics	3 (2+1)
ABM 504	Managerial accounting & control	2 (1+1)
ABM 505	Communication for management & business	2 (1+1)
ABM 508	Human resource management	2 (1+1)
ABM 510	Production and operations management	2 (1+1)
ABM 511	Research methodology in business management	3 (2+1)
ABM 513	Computers for managers	2 (1+1)
BMPD 501	Personality Development	1 (1+0)
PGS 501*	Library and information services	1 (0+1)
PGS 502*	Technical writing and communications skills	1 (0+1)
	Total Credit	12+2

SEMESTER - II

Course Code	Course Title	Credits
ABM 502	Agribusiness environment & policy	2 (1+1)
ABM 506	Business law and ethics	2 (1+1)
ABM 507	Marketing management	3 (2+1)
ABM 509	Financial management	2 (1+1)
ABM 514	Management information system	2 (1+1)
ABM 512	Project management and entrepreneurship development	2 (1+1)
ABM 515	Operations research	2 (1+1)
ABM 516	Business Statistics and Data Analysis	2 (1+1)
ABM 591	Master's seminar	1 (0+1)
PGS 503*	Intellectual property and its management in agriculture	1 (1+0)
	Total Credit	18+1

*Non Credit Compulsory Course

- Summer Training (ABM-595) of 45 days in Industry after Second Semester during the month of June and July.

SEMESTER-III

Course Code	Course Title	Credits
ABM 517	Rural marketing	2 (1+1)
ABM 518	Agricultural marketing management	2 (1+1)
ABM 519	Fertilizer technology & management	2 (1+1)
ABM 520	Seed production technology management	2 (1+1)
ABM 521	Technology management for livestock products	2 (1+1)
ABM 522	Fruit production & post-harvest management	2 (1+1)
ABM 523	Agri.-Supply chain management	2 (1+1)
ABM 524	Quality management	2 (1+1)
ABM 525	Strategic management	2 (1+1)
ABM 526	International trade and sustainability governance	2 (1+1)
	Total	20

SEMESTER-IV

Project Work (ABM-599) - 10 Credits

SEMESTER I**ABM 501 3(2+1) PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR****Objective**

To acquaint the learner with meaning and concepts of management and organizational behavior. Focus will be on understanding the concepts, processes, significance, and role of management and organizational behaviour.

Contents**UNIT - I**

Nature, Scope and Significance of Management, Evolution of Management Thought, Approaches to Management, Functions of a Manager, Planning - Types, Steps, Course Objective, Process, Strategies, Policies, MBO, Strategic Planning Process, SWOT analysis, Organizing – Structure & Process, Line Staff, Authority & responsibility.

UNIT - II

Staffing – Selection process, Directing – Training, Communication & motivation, Controlling- Significance, Process, Techniques, Standards & Benchmarks, Management Audit.

UNIT - III

Nature, Scope and Significance of Organizational Behavior; Evolution and Historical Background of Organizational Behavior; Models of Organizational Behaviour Foundations of individual behaviour, Diversity, Micro Organizational behavior - Personality, self-concept, self-esteem and Self-Efficacy; Attitudes, Perception, Power – types & structures.

UNIT - IV

Motivation- Types of motivation. Theories of motivation, Applications of motivation. Transactional analysis- Johari window-self-fulfilling prophecy, Interpersonal relations-understanding, determinants, and developing; leadership styles and influence process; leadership theories; types of leaders, and effective leader; group dynamics-, types of groups, group formation, Group decision making, Team Building.

UNIT - V

Organizational culture or climate-concept, dimensions, ethos, determinants; organizational conflicts- concepts, sources, implications, and management; organizational changes - types, resistances to change, role of change agents.

Practical

Study of management functions and organizational structure; preparation of SWOT analysis;

development of organizational charts; exercises on planning, MBO, and strategic planning; study of recruitment, selection, and training practices; analysis of communication and motivation systems; assessment of personality, attitude, and leadership styles; Johari Window and interpersonal relationship exercises; group dynamics and team-building activities; conflict management and organizational change case studies; study of organizational culture and climate; preparation of performance standards and management audit reports; industrial/institutional visits and report writing; seminar presentation and viva-voce.

Suggested Readings:

- Fred Luthans 1998. Organizational Behavior. Tata McGraw Hill.
- Harold Koontz & Keing Weighhrrich. Essentials of Management. McGraw
- Hill. John W Newstrom & Keith Davis. 1997. Human Behaviour at Work.
- Tata McGraw. Robert C Appleby. 1997. Modern Business Administration. Macmillan India.
- Stephen P Robbins 2007. Organizational Behaviour. Prentice Hall. Stoner James AF. 2005. Management. Pearson Edu.

ABM 503 3(2+1)

MANAGERIAL ECONOMICS

Objective

To familiarize the students with the fundamental economic concepts and principles in the context of managerial decision making.

Contents

UNIT - I

Scope of managerial economics, objective of the firm and basic economic principles; mathematical concepts used in managerial economics.

UNIT - II

Demand analysis - meaning, types and determinants of demand; demand function; demand elasticity; demand forecasting-need and techniques.

UNIT - III

Production, cost and supply analysis- production function, least-cost input combination, factor productivities and returns to scale, cost concepts, cost-output relationship, short and long-run supply functions.

UNIT - IV

Pricing-determinants of price - pricing under different market structures, pricing of joint products, pricing methods in practice, government policies and pricing.

Practical

Application of economic principles in managerial decision making; exercises on demand analysis, demand elasticity, and demand forecasting; estimation of production functions, factor productivity, and returns to scale; cost and supply analysis using numerical problems; pricing under different market structures; study of pricing methods and government pricing policies

Suggested Readings

- Baumol WJ. 1980. Economic Theory and Operations Analysis. Prentice Hall of India.
- Craig PH & Chris LW. 1996. Managerial Economics. Prentice Hall of India.
- Dernberg TF. et. al.1986. Macro Economics: Concepts, Theories and Policies. McGraw Hill. Dwivedi DN. 2002. Managerial Economics. Vikash Publ.
- Gupta GS. 1997. Managerial Economics. Tata McGraw Hill.
- Koutsoyiannis A. 1989. Modern Micro Economics. Mac Millan Press.

ABM 504 2(1+1) MANAGERIAL ACCOUNTING & CONTROL

Objective

The objective of this course is to expose the learner to the concept and methods of financial and management accounting. Focus will be on understanding techniques, uses and applications of financial and management accounting.

Contents

UNIT - I

Financial Accounting- Meaning, Need, Concepts and Conventions; Branches of Accounting, Internal and External Users of Accounting, Advantages and Limitations of Financial Accounting, Accounting Standards.

UNIT - II

The Double Entry System- Its Meaning and Scope, The Journal, Cash Book, Ledger, Trial Balance, Trading Account, Profit and Loss Account, Balance Sheet, Entries and Adjustments of different heads in different Books and Accounts. Introduction of Company Accounts.

UNIT - III

Managing Accounting-Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting, Analysis of Financial Statements- Ratios, Comparative and Common Size Statements, Cash Flow and Funds Flow Analysis, Management Audit and Financial.

UNIT - IV

Cost Accounting – Nature, Course Objective, Significance of Cost Accounting; Classification of Cost, Costing for Material, Labour, and Overheads; Marginal Costing and cost volume profit Analysis- Its Significance, Uses and Limitations; Standard Costing – Its Meaning, Uses and Limitations; Determination of Standard Cost, Variance Analysis- Material, Labour and Overhead.

UNIT - V

Responsibility Accounting- Its Meaning and Significance, Cost, Profit and Investment Centres, Accounting for Price Level Changes- Concepts, CPP and CCA Methods. Budget and Budgetary Control- It's Meaning, Uses and Limitations, Budgeting and Profit Planning, Different Types of Budgets and their Preparations, Sales Budget, Purchase Budget,

Production Budget, Cash Budget, Flexible Budget, Master Budget, Zero Based Budgeting.

Practical

Preparation of Journal, Ledger and Trial Balance; preparation of Trading Account, Profit & Loss Account and Balance Sheet; rectification of accounting errors and adjustment entries; computation and interpretation of financial ratios; preparation of comparative and common-size financial statements; preparation of cash flow and funds flow statements; preparation of cost sheets and estimation of material, labour and overhead costs; marginal costing and cost-volume-profit analysis including break-even analysis; standard costing and variance analysis; preparation of sales, production, purchase, cash and master budgets for managerial decision making.

Suggested Reading

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

ABM 505 2 (1+1) COMMUNICATION FOR MANAGEMENT & BUSINESS

Objective

The course aims to make students proficient in written as well oral communication. The focus will be on business related communication.

Contents

UNIT - I

Introduction to communication, Communication process, Barriers to Communication, Effective Communication, types of communication in organisations viz. Downward, Upward, Horizontal, Static Vs dynamic.

UNIT - II

Non-Verbal Communication, Communication through clothes/ colours / space/ symbol, Body language and etiquettes, Interpersonal Communication, Self-concept and communication, Assertive Communication.

UNIT - III

Types of business writing viz, Newsletters, Reports, Folders, Fact Sheets, Press release; Readership and writing style - human aspects of writing.

UNIT - IV

Meetings - Planning for meeting, tips for chairing, opening, progress & ending, Behavior of ordinary members, the character of business meeting, Energies for meetings, Group discussions, brain storming sessions and presentations.

UNIT - V

Handling personal communication - Letters, dictation, reading, problem-solving, listening skills, self-talk, self - reflection, steps to personal creativity, public speaking.

Practical

Exercises on communication process and overcoming communication barriers; practice in verbal and non-verbal communication skills; preparation of business letters, reports, newsletters, press releases and fact sheets; conducting meetings, group discussions and brainstorming sessions; presentation skills and public speaking exercises; listening and reading comprehension activities; interpersonal and assertive communication exercises; role plays on business communication situations; preparation and delivery of oral presentations; development of creativity, self-reflection and problem-solving communication skills.

Suggested Readings

- Bovee. 2008. Business Communication Today. 7th Ed. Pearson Edu.
- Brown L. 2006. Communication Facts and Ideas in Business. Prentice Hall. Lesikar.
2004. Basic Business Communication. McGraw Hill.
- Ramchandran KK, Lakshmi KK & Karthik KK. 2007. Business Communication.
Macmillan.



ABM 508 2 (1+1)**HUMAN RESOURCE MANAGEMENT****Objective**

The objective of this course is to expose the learner to the field of human resource management. The focus will be on human resource practices and their utility for managers.

Contents**UNIT - I**

Introduction to Human Resources Management; Human Resource Planning- Nature and Significance, Job Analysis, Job Description, job Specification, Job enlargement, Job enrichment, Job rotation, Job evaluation.

UNIT - II

Recruitment and Selection Process, Induction, Training and Human Resource Development-Nature, Significance, Process and Techniques, Internal mobility including Transfers, Promotions, employee separation.

UNIT - III

Performance Appraisal Significance and methods, Compensation management, Wage and Salary Administration Course Objective; Wage Fixation; Fringe Benefits, Incentive Payment, bonus, and Profit Sharing.

UNIT - IV

Industrial Relations-Role and Status of Trade Unions; Collective Bargaining; Worker's Participation in Management, Career planning and employee retention.

UNIT - V

Quality of work life, employee welfare measure, Disputes and grievance Handling Procedures; Arbitration and Adjudication; Health and Safety of Human Resources; Human Resources accounting, Human Resources outsourcing.

Practical

Preparation of job descriptions and job specifications; human resource planning exercises; recruitment and selection process through case studies and mock interviews; design and evaluation of training and development programmes; performance appraisal using different appraisal methods; wage and salary administration exercises; preparation of compensation and incentive plans; analysis of industrial relations and collective bargaining cases; grievance handling and dispute resolution through role plays; study of employee welfare, health and safety measures, HR accounting and HR outsourcing practices.

Suggested Readings

- Ashwathapa K. 1997. Human Resource Management. Tata McGraw. Flipppo EB. 1984. Personnel, Management. McGraw-Hill
- Garry D. 2001. Human Resource Management. 7th Ed. Prentice-Hall of India. Mamoria CB. 1996. Personnel Management. Himalaya Publ. House.
- Subba Rao P. 2004. Essentials of Human Resource Management and Industrial Relations. Himalaya Publ. House.
- Venkantavatnam CS & Srivastav BK. 1991. Personnel Management and Human Resources. Tata McGraw-Hill.



ABM 510 2 (1+1) PRODUCTION AND OPERATIONS MANAGEMENT

Objective

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.

Contents

UNIT - I

Nature and Scope of Production and Operations Management; Its relationship with Other Systems in the Organization; Factors Affecting System and Concept of Production and Operation Management; Facility location, Types of Manufacturing Systems and Layouts, Layout Planning and Analysis.

UNIT - II

Productivity Variables and Productivity Measurement, Production Planning and Control, Mass Production, Batch Production, Job Order Manufacturing, Product Selection, Product Design and Development, Process Selection, Capacity planning.

UNIT - III

Scheduling, Maintenance Management Concepts, Work Study, Method Study, Work Measurement, Work Sampling, Work Environment, Industrial Safety,

UNIT - IV

An Overview of Material Management, Determination of Material Requirement, Purchase Management, Store Management, Logistics management, Material Planning and Inventory management, JIT, Safety Management.

UNIT - V

Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, ISO standards and their Importance, Introduction to re-engineering, value engineering.

Practical

Preparation of job descriptions and job specifications; recruitment and selection through mock interviews; designing training and development programmes; performance appraisal using different methods; preparation of wage, salary and incentive plans; case studies on industrial relations and collective bargaining; grievance handling and dispute resolution; assessment of employee welfare and health & safety measures.

Suggested Readings

- Adam & Ebert. 2006. Production and Operations Management: Concepts, Models and Behaviour. 5th Ed. Prentice Hall of India.
- Buffa ES. 2008. Modern Production/Operations Management. Wiley India. Stevenson WJ. 2005. Operations Management. Tata McGraw Hill.



ABM 511 3 (2+1) RESEARCH METHODOLOGY IN BUSINESS MANAGEMENT

Objective

The objective of this course is to develop an understanding of research methodology. The focus will be on process and techniques of research.

Contents

UNIT - I

Meaning, Course Objective, types, and process of research; research methodology in management- exploratory, descriptive, experimental, diagnostic, Problem formulation, setting of Course Objective, formulation of hypotheses.

UNIT - II

Scales of measurement - nominal, ordinal, interval, ratio, Likert scale and other scales; Primary and secondary data, sources of data, instruments of data collection, data editing, classification, coding, validation, tabulation, presentation, analysis.

UNIT - III

Concept of Sampling, Probability and non-probability sampling techniques including Simple Random Sampling, Stratified Sampling, Multi-stage Sampling, Systematic Sampling, Purposive Sampling, Quota sampling, judgment sampling, and convenience sampling, sample size determination, sampling and non-sampling errors.

UNIT - IV

Role and uses of quantitative techniques in business decision making, Use of Equations, Use of Determinants and Matrices in business decisions, Frequency Distribution, Measures of Central Tendency, Measures of Variation, Skewness and Kurtosis, Simple, partial, and multiple correlation, rank correlation, simple and multiple regression, Discriminant and dummy variable analysis.

UNIT - V

Index Numbers, Hypothesis testing, ANOVA, Factor analysis, cluster analysis, conjoint analysis, multi-dimensional analysis etc, Report writing: Types of report, essentials and contents of good report writing.

Practical

Formulation of research problems and hypotheses; preparation of questionnaires and schedules; collection and classification of primary and secondary data; sampling design and

sample size determination; data coding, tabulation and presentation; computation of measures of central tendency and dispersion; correlation and regression analysis; hypothesis testing and ANOVA; analysis using statistical software (MS Excel/SPSS); preparation and presentation of research reports.

Suggested Readings

Cooper DR & Schindler PS. 2006. Marketing Research Concepts and Cases. Tata McGraw Hill.

Green PE, Tull DS & Albaum G. 1998. Research for Marketing Decisions. Prentice Hall of India.

Kothari CR. 1989. Research Methodology. Wiley Eastern.

Wilkinson & Bhandarker 1989. Research Methods in Social Sciences. Himalaya Publ. House.

ABM 513 2 (1+1) COMPUTERS FOR MANAGERS

Objective

The course objective is to acquaint the students with the knowledge and use of computers and simple applications of computers in managerial decisions. Effort will also be made to provide them an orientation about the increasing role of computers in corporate/business world.

Contents

UNIT - I

Concept of Computers- Brief History of Computers, Generation and Its Evolution, Characteristics of Computers, Hardware and Software, introduction to computer languages, Main Areas of Computers and their Applications; Types of Computers – Analog, Digital, Hybrid, General Purpose and Special Purpose Computers, Micro Computers, Mini-Computers, Main-frame Computers, and Super Computers.

UNIT - II

Input-Output Devices, Storage Units (Disks, CD-ROM, DVD-ROM, Blue Ray Disk and tapes), Memory Types (Cache, RAM, ROM), Memory Units, Generation and types of Microprocessor.

UNIT - III

Data and Information – Data Definition, Data Processing Systems, Data Type Numeric, Alphabetic, Audio, Graphic, and Video and Their Presentation; Data Processing- Introduction to Data Processing, Computer as a Tool For Data Processing, Data Processing Cycle, Data Processing Techniques, Data Analysis, Data Inputs and Outputs, Data Processing Management, ,Data Security.

UNIT - IV

Introduction to Operating Systems, MS Windows, and UNIX, MS Office (MS Word, MS Power Point, MS Excel, MS-Access and use of various management software's Like SPSS.

UNIT - V

Introduction to LAN, WAN, MAN, internet and search engines; Introduction to agri-portals like agriwatch.com, agmarknet.nic.in, echaupal.com

Practical

Hands-on training on computer hardware and peripherals; use of operating systems (Windows/UNIX); preparation of documents using MS Word; presentations using MS PowerPoint; data analysis and spreadsheet applications using MS Excel; database creation

using MS Access; basic statistical analysis using SPSS; internet browsing and use of search engines; accessing and analyzing information from agricultural portals; data management, storage and security practices.

Suggested Readings

Lucas. 2004. Information Technology for Management.

McGraw Hill. Norton P. 1998. Introduction to Computers. 2nd Ed. Tata McGraw Hill.

Rajaraman V. 2006. Introduction to Information Technology. Prentice Hall of India.

BMPD 501 (1+0) PERSONALITY DEVELOPMENT

Objective

To develop self-awareness, communication skills, leadership qualities, emotional intelligence, professional ethics, and overall personality required for successful managerial careers in agribusiness and allied sectors.

Content

Unit I: Understanding Personality and Self-Development

Concept, nature and determinants of personality, Personality traits and types, Self-awareness and self-assessment, Self-confidence and positive attitude, Personal grooming and professional appearance

Unit II: Communication and Interpersonal Skills

Verbal and non-verbal communication, Effective listening skills, Public speaking and presentation skills, Interpersonal relationships and networking, Business etiquette and professional conduct

Unit III: Emotional Intelligence and Stress Management

Concept and significance of emotional intelligence, Self-management and empathy
Stress management techniques, Time management, Work-life balance

Unit IV: Leadership and Team Building

Leadership concepts and styles, Teamwork and collaboration, Motivation and goal setting, Decision-making and problem-solving skills, Conflict management and negotiation

Unit V: Professional Ethics and Career Development

Professional ethics and values, Corporate social responsibility, Career planning and goal setting, Resume preparation and interview skills, Employability and workplace readiness

Suggested Readings

- Hurlock, E.B. Personality Development.
- Covey, S.R. The 7 Habits of Highly Effective People.
- Goleman, D. Emotional Intelligence.
- Carnegie, D. How to Win Friends and Influence People.
- Robbins, S.P. & Judge, T.A. Organizational Behavior.

PGS 501 1(0+1) LIBRARY AND INFORMATION SERVICES

PRACTICAL

Introduction to library and its services; Role of libraries in education, research and technology transfer; Classification systems and organization of library; Sources of information- Primary Sources, Secondary Sources and Tertiary Sources; Intricacies of abstracting and indexing services (Science Citation Index, Biological Abstracts, Chemical Abstracts, CABI Abstracts, etc.); Tracing information from reference sources; Literature survey; Citation techniques/Preparation of bibliography; Use of CD-ROM Databases, Online Public Access Catalogue and other computerized library services; Use of Internet including search engines and its resources ;e-resources access methods.

PGS 502 (0+1)

TECHNICAL WRITING AND COMMUNICATIONS SKILLS

PRACTICAL

Technical Writing-Various forms of scientific writings- theses, technical papers, reviews, manuals, etc; Various parts of thesis and research communications (title page, authorship contents page, preface ,introduction, review of literature, material and methods, experimental results and discussion); Writing of abstracts, summaries, précis, citations etc. ; commonly used abbreviations in the theses and research communications; illustrations, photographs and drawings with suitable captions ;pagination, numbering of tables and illustrations; Writing of numbers and dates in scientific write-ups; Editing and proof- reading; Writing of a review article. **Communication Skills** Grammar (Tenses, parts of speech, clauses, punctuation marks); Error analysis (Common errors);Concord; Collocation; Phonetic symbols and transcription; Accentual pattern: Weak forms in connected speech: Participation in group discussion: Facing an interview; presentation of scientific papers.

SEMESTER II**ABM 502 2 (1+1) AGRIBUSINESS ENVIRONMENT & POLICY****Objective**

To expose learners to the environment in which the agri-business is conducted. Focus will be on understanding micro and macro environmental forces and their impact on agri-business.

Contents**UNIT - I**

Role of agriculture in Indian economy; problems and policy changes relating to farm supplies, farm production, agroprocessing, agricultural marketing, agricultural finance etc. in the country.

UNIT - II

Structure of Agriculture - Linkages among sub-sectors of the Agribusiness sector; economic reforms and Indian agriculture; impact of liberalization, privatization and globalization on Agri business sector.

UNIT - III

Emerging trends in production, processing, marketing and exports; policy controls and regulations relating to the industrial sector with specific reference to agro-industries.

UNIT - IV

Agribusiness policies- concept and formulation; and new dimensions in Agri business environment and policy.

UNIT - V

Agricultural price and marketing policies; public distribution system and other policies.

Practical

Study of the role of agriculture in the Indian economy; analysis of agricultural policies and reforms; case studies on liberalization, privatization and globalization in agribusiness; assessment of trends in agricultural production, processing, marketing and exports; evaluation of agribusiness policies and government programmes; analysis of agricultural price and marketing policies; study of the Public Distribution System (PDS); review of policy impacts on agro-industries through field visits, reports and group discussions.

Suggested Readings

Adhikary M. 1986. Economic Environment of Business. S. Chand & Sons.

Aswathappa K. 1997. Essentials of Business Environment. Himalaya Publ. Francis

Cherunilam 2003. Business Environment. Himalaya Publ.



ABM 506 2 (1+1) BUSINESS LAW AND ETHICS

Objective

The objective of this course is to expose the learner to various ethical issues and laws affecting business. Focus will be on understanding provisions of various business laws and also ethical practices to conduct the business properly.

Contents

UNIT - I

Introduction to Indian legal system, The Indian Contract Act-1872: Contract- meaning, nature, significance, types of contract, essentials of a valid contract, offer and acceptance, capacity to contract, free consent, performance of contract.

UNIT - II

Companies Act-1956: incorporation, commencement of business, types of companies, management, winding of companies, Negotiable Instruments Act.

UNIT - III

Essential Commodities Act, APMC Act, Consumer Protection Act, RTI Act, MRTP Act- major provisions and implications.

UNIT - IV

Factory Act, Labour laws, Industrial dispute Act.

UNIT - V

Nature and importance of ethics and moral standards; corporations and social responsibilities, scope and purpose of business ethics; Ethics in business functional areas; industrial espionage; solving ethical problems; governance mechanism.

Practical

Analysis of business law case studies; drafting and interpretation of simple contracts and negotiable instruments; study of provisions of Companies Act, Consumer Protection Act and APMC Act; case studies on labour laws and industrial disputes; identification and resolution of ethical issues in business; evaluation of corporate social responsibility practices; discussion of business ethics and corporate governance through real-life cases.

Suggested Readings

Gulshan SS & Kapoor GK. 2003. Business Law including Company Law. 10th Ed. New Age Publ.

Kapoor ND. 2005. Business Law. S. Chand & Sons. Tulsain PC. 2006 Business Law. Tata McGraw Hill.

Tuteja SK. 2005. Business Law for Managers. S. Chand & Sons.

ABM 507 3 (2+1) MARKETING MANAGEMENT

Objective

The objective of this course is to develop an understanding of the field of marketing. The focus will be on imparting knowledge of the basic concepts, tools, and functions of marketing.

Contents

UNIT - I

The Concept of Marketing Management; Marketing Environment; Marketing Mix, Strategic Marketing, Market Segmentation, Targeting, and Positioning; Buyer Behavior, Marketing Information System, Marketing Organization and Control

UNIT - II

Marketing potential and forecasting, Classification of Products; Product Life Cycle; New Product Development; Product Line and Product Mix; Branding, Packaging and labeling.

UNIT - III

Factors affecting prices; Pricing Policies and Strategies; Pricing Methods.

UNIT - IV

Types of Distribution Channels; Functions of Channel Members; Channel Management Decisions.

UNIT - V

Promotion Mix; Introduction to Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations and Direct marketing, managing integrated marketing promotion, Customer Relationship Management.

Practical

Market survey and consumer behavior analysis; market segmentation, targeting and positioning exercises; preparation of product mix and product life cycle analysis; branding, packaging and labeling case studies; demand estimation and sales forecasting; pricing strategy and pricing method exercises; analysis of distribution channels and channel management decisions; development of advertising and sales promotion campaigns; preparation of integrated marketing communication plans; customer relationship management (CRM) case studies and presentations.

Suggested Readings

Brassington 1997. Marketing Management. Pitman Publ. House.

Kotler P. 2002. Marketing Management Analysis, Planning, Implementation and Control. Pearson Edu.

McCarthy 2003. Marketing Management. Tata McGraw-Hill. Saxena R. 2002. Marketing Management. Mc Graw Hill.

Stanton WJ, Etzel MJ & Walker BJ. 1996. Fundamentals of Marketing. McGraw-Hill.

ABM 509 2 (1+1) FINANCIAL MANAGEMENT

Objective

The course aims to make students proficient in concepts and techniques of financial management. Focus will be on developing understanding of the application of Financial and investment decisions.

Contents

UNIT - I

Introduction to Financial Management, Its meaning and functions, Interface of financial management with other functional areas of a business. Financial Statements and Analysis - Proforma Balance Sheet and Income Statements, ratio, time series, common size and Du-Pont analysis.

UNIT - II

Capital Structure, Determinants of size and composition of Capital Structure, Capital Structure Theories; Long term financing and Cost of Capital.

UNIT - III

Working Capital Management, Determinants of Size and Composition of Working Capital, Cash and receivables management, Working Capital Management Theories, Financing of Working Capital.

UNIT - IV

Financial planning and Forecasting, Financial planning for mergers & acquisition, Capital Budgeting, Undiscounted and Discounted cash flow methods of Investment Appraisal; Hybrid finance and lease finance.

UNIT - V

Business Financing System in India, Money and Capital Markets, Regional and All - India Financial Institutions; venture capital financing and its stages, micro finance and International financial management.

Practical

Preparation and analysis of financial statements; computation and interpretation of financial ratios and Du-Pont analysis; estimation of cost of capital and capital structure decisions; working capital assessment and cash management exercises; capital budgeting using Payback Period, NPV, BCR and IRR techniques; financial forecasting and project appraisal; case studies on mergers and acquisitions; study of money and capital markets;

analysis of venture capital and microfinance institutions

Suggested Readings

Chandra P. 2000. Financial Management. Tata McGraw Hill.

Khan MY & Jain PK. 2004. Financial Management: Text, Problems and Cases. Tata McGraw Hill.

Pandey IM. 1997. Financial Management. Vikas Publ.

Ramachandran N & Kakani RK. 2005. Financial Accounting for Management. Tata McGraw Hill.

Van Horne JC. 1997. Financial Management and Policy. Prentice Hall.

ABM 514 2 (1+1) MANAGEMENT INFORMATION SYSTEM

Objective

The objective of this course is to develop an understanding and utility of MIS. The focus will be on imparting knowledge of the basic concepts, development, functions and usage of MIS.

Contents

UNIT - I

The concept of MIS – Definition, importance, Course Objective, pre-requisites, advantages and challenges; Information Needs of organization, MIS and Decision – Making.

UNIT - II

Types/Classification of Information System for organizations - Office Automation Systems, Transaction Processing Systems, Decision Support System, Executive Support System, Knowledge Based Expert System.

UNIT - III

Applications of MIS in the areas of Human Resource Management, Financial Management, Production/Operations Management, Materials Management, Marketing Management.

UNIT - IV

Development of MIS for an organization – The concept and stages of System Development Life Cycle.

UNIT - V

Information Technology– concept, applications, advantages and pre-requisites, Choice of Information Technology, Social and Legal Dimension of IT.

Practical

Preparation of management reports; use of Office Automation Systems and MIS tools; case studies on DSS and Expert Systems; development of simple MIS models and flowcharts; applications of MIS in HR, finance, production and marketing; study of System Development Life Cycle (SDLC); use of IT tools for managerial decision making

Suggested Readings

James O'Brien 1999. Management Information System. Tata McGraw-Hill. Laudon & Laudon. 2003. Management Information System. Pearson Edu.

ABM 512 2 (1+1) PROJECT MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT

Objective

The objective of this course is to expose the learner to the fields of project management and entrepreneurship development. Focus will be to train the students to develop new projects and encouraging them to start their own ventures.

Contents

UNIT - I

Concept, characteristics of projects, types of projects, project identification, and Project's life cycle.

UNIT - II

Project feasibility- market feasibility, technical feasibility, financial feasibility, and economic feasibility, social cost-benefit analysis, project risk analysis.

UNIT - III

Network Methods: Meaning, Network Analysis, Requirements for Network Analysis, Critical Path Method (CPM), Programme Evaluation and Review Technique (PERT), Project scheduling and resource allocation.

UNIT - IV

Financial appraisal/evaluation techniques- discounted/non-discounted cash flows; Net present values, profitability index, Internal rate of returns; Cost benefits ratio; Accounting rate of return, Pay back period, Project implementation; Cost over run, Project control and information system.

UNIT - V

Entrepreneurship, Significance of entrepreneurship in economic development qualities of entrepreneur, entrepreneurship development programs and role of various institutions in developing entrepreneurship, life cycles of new business, environmental factors affecting success of a new business, reasons for the failure and visible problems for business, Developing effective business plans, Procedural steps in setting up of an industry.

Practical

Identification and formulation of project ideas; preparation of project feasibility reports; project scheduling using CPM and PERT; financial appraisal using NPV, IRR and Payback Period; project risk analysis; preparation of business plans; case studies of successful entrepreneurs; interaction with entrepreneurs and entrepreneurship development

institutions.

Suggested Readings

Chandra P. 2005. Project Management. Tata McGraw Hill.

Gopal Krishan P & Nagarajan K. 2005. Project Management. New Age. Hisrich RD &

Peters MP. 2002. Entrepreneurship. Tata McGraw Hill.

Kaplan JM. 2003. Patterns of Entrepreneurship. John Wiley & Sons.

Nandan H. 2007. Fundamentals of Entrepreneurship Management. Prentice Hall.

Ramamoorthy VE. 2005. Textbook of Project Management. MacMillan.



ABM 515 2 (1+1) OPERATIONS RESEARCH

Objective

The objective of this course is to acquaint the learner with the applications of some important Operations Research techniques. Focus will be on understanding the use of these techniques in solving business problems.

Contents

UNIT - I

Linear Programming: Objective, Assumptions, Formulation of Linear Programming Problem, Graphic Method, Simplex method, Transportation and Assignment Problems.

UNIT - II

Inventory control Models: Costs Involved in Inventory Management, Types of Inventory, Economic Order Quantity (EOQ) Model, Continuous Review (Q) System, Periodic Review (P) System, Hybrid System, and Simulation.

UNIT - III

Waiting Line Models: Waiting Line Problem, Characteristics of a Waiting- Line System, Single- Channel Model, Multiple-Channel Model, Constant-Service Time Model, Finite Population Model, Sequencing and Replacement models.

UNIT - IV

Decision making under Risk and uncertainties, Decision problem, Maximax Criterion, Maxim in Criterion, Mini max Regret Criterion, Laplace Criterion, Pay off Tables, Decision Trees, Expected Value of perfect Information.

UNIT - V

Game Theory - Two -Person Zero-Sum Game, Simulation, Network analysis – PERT & CPM.

Practical

Formulation and solution of Linear Programming Problems; transportation and assignment problems; computation of EOQ and inventory models; waiting line and sequencing problems; decision making under risk and uncertainty using payoff tables and decision trees; game theory applications; project scheduling and network analysis using PERT and CPM; simulation of business problems using software tools.

Suggested Readings

Cook TM & Russell RA. 1989. Introduction to Management Science. Prentice Hall. Taha HA. 2005. Operations Research - An Introduction. Prentice Hall.

Vohra ND. 2006. Quantitative Techniques in Management. McGraw Hill. Wagner HM. 2005. Principles of Operation Research. Prentice Hall.

ABM 516 (1+1) BUSINESS STATISTICS AND DATA ANALYSIS

Objective:

To provide students with statistical tools and data analytics techniques for managerial decision-making in agribusiness, including data collection, analysis, interpretation, forecasting, and business intelligence applications.

Content

Unit I: Introduction to Business Statistics

Meaning, scope and importance of statistics in management, Types of data and measurement scales, Data collection methods, Classification and tabulation of data, Frequency distributions and graphical presentation

Unit II: Descriptive Statistics

Measures of Central Tendency (Mean, Median, Mode), Measures of Dispersion (Range, Variance, Standard Deviation, Coefficient of Variation), Skewness and Kurtosis, Business applications in agribusiness decision-making

Unit III: Probability and Statistical Inference

Concepts of probability, Probability distributions (Binomial and Normal), Sampling methods and sampling distributions, Estimation and confidence intervals, Hypothesis testing (t-test, Chi-square test)

Unit IV: Correlation, Regression and Forecasting

Correlation analysis, Simple and Multiple Regression, Time Series Analysis, Trend analysis and forecasting techniques, Business forecasting applications in agriculture markets

Unit V: Data Analytics for Managers

Introduction to Business Analytics, Data visualization and dashboard concepts, Decision-making using data, Introduction to Big Data and Artificial Intelligence in Agribusiness, Applications of analytics in supply chain, marketing, and finance

Practical

Preparation of frequency distribution tables and charts using MS Excel, Calculation of Mean, Median, Mode and Quartiles using Excel, Computation of Variance, Standard Deviation and Coefficient of Variation. Graphical presentation of data (Bar chart, Pie chart, Histogram and Line graph). Probability calculations and Normal Distribution using Excel functions., Testing of hypotheses using t-test and Chi-square test in Excel/SPSS..

Correlation analysis between business variables. Simple and Multiple Regression analysis using Excel/SPSS. Time series analysis and trend estimation for agricultural commodity prices. Forecasting using Moving Average and Trend Projection methods. Development of interactive dashboards using Excel. Case study analysis using business datasets from agribusiness enterprises.



ABM 591 1 (0+1) MASTER'S SEMINAR**PGS 503 1(1+0)****INTELLECTUAL PROPERTY AND ITS MANAGEMENT IN AGRICULTURE****THEORY**

Historical perspectives and need for the introduction of Intellectual Property Right regime; TRIPs and various provisions in TRIPS Agreement; Intellectual Property and Intellectual Property Rights (IPR), benefits of securing IPRs; Indian Legislations for the protection of various types of Intellectual Properties; Fundamentals of patents, copyrights, geographical indications, designs and layout, trade secrets and traditional knowledge, trademarks, protection of plant varieties and farmers' rights and biodiversity protection; Protectable subject matters, protection in biotechnology, protection of other biological materials, ownership and period of protection; National Biodiversity protection initiatives; Convention on Biological Diversity; International Treaty on Plant Genetic Resources for Food and Agriculture; Licensing of technologies, Material transfer agreements, Research collaboration Agreement, License Agreement.

SEMESTER III**ABM 516 2 (1+1) RURAL MARKETING****Objective**

To objective of this course is to develop understanding regarding issues in rural markets like marketing environment, consumer behaviour, distribution channels, marketing strategies, etc.

Contents**UNIT - I**

Concept and scope of rural marketing, nature and characteristics of rural markets, potential of rural markets in India, rural communication and distribution.

UNIT - II

Environmental factors - socio-cultural, economic, demographic, technological and other environmental factors affecting rural marketing.

UNIT - III

Rural consumer's behaviour - behavior of rural consumers and farmers; buyer characteristics and buying behaviour; Rural v/s urban markets, customer relationship management, rural market research.

UNIT - IV

Rural marketing strategy - Marketing of consumer durable and non-durable goods and services in the rural markets with special reference to product planning; product mix, pricing Course Objective, pricing policy and pricing strategy, distribution strategy.

UNIT - V

Promotion and communication strategy - Media planning, planning of distribution channels, and organizing personal selling in rural market in India, innovation in rural marketing.

Practical

Rural market survey; analysis of rural consumer behaviour; preparation of rural marketing strategies; study of distribution channels; development of promotional plans for rural markets

Suggested Readings

Krishnamacharyulu C & Ramakrishan L. 2002. Rural Marketing. Pearson Edu.

Ramaswamy VS & Nanakumari S. 2006. Marketing Management. 3rd Ed. MacMillan Publ. Singh

AK & Pandey S. 2005. Rural Marketing. New Age.

Singh Sukhpal. 2004. Rural Marketing. Vikas Publ. House.

ABM 517 2 (1+1) AGRICULTURAL MARKETING MANAGEMENT

Objective:

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

Contents

UNIT - I

Meaning and scope, agricultural marketing and economic development; Agricultural market structure meaning, components and dynamics of market structure; marketing strategy meaning & significance, formulation of marketing strategy; agribusiness marketing environment, design of marketing mix, market segmentation and targeting, determinants of consumer's behaviour.

UNIT - II

Product management - product management process and decisions, new product development significance and classification of new product, stages and estimation of demand of new product; product life cycle.

UNIT - III

Pricing policies and practice for agribusiness - determinants of price, objectives of pricing policies and pricing methods.

UNIT - IV

Promotional management - advertising planning and execution; sales promotion; grading and standardization.

UNIT - V

Distribution management - storage and warehousing and transportation management for agricultural products; marketing agencies/intermediaries – roles and functions; distribution channels involved in agribusiness.

Practical

Analysis of agricultural markets; product life cycle studies; pricing exercises; grading and standardization practices; study of storage, warehousing and marketing channels.

Suggested Readings

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

ABM 518 2 (1+1) FERTILIZER TECHNOLOGY & MANAGEMENT**Objective**

The objective of this course is to acquaint the students in latest advances in fertilizer technology management.

Contents**UNIT - I**

Fertilizer development – concept, scope, need, resource availability; import and export avenues for fertilizer; types of fertilizers, grading and chemical constituents, role of fertilizers in agricultural production, production and consumption of fertilizer in India.

UNIT - II

Raw material needed and principles of manufacturing of nitrogenous, phosphatic and potassic fertilizers, secondary nutrient sources and micro-nutrient formulations.

UNIT - III

Production efficiency and capacity utilization; quality control and legal aspects- fertilizer control order.

UNIT - IV

Testing facilities; constraints in fertilizer use and emerging scenario of fertilizer use; assessment of demand and supply of different fertilizers, fertilizer distribution, fertilizer storage.

UNIT - V

Field trials and demonstration, fertilizer pricing policy; scope of bio-fertilizer; environmental pollution due to fertilizer use.

Practical

Identification and classification of fertilizers; analysis of fertilizer demand and supply; study of fertilizer quality standards; fertilizer marketing and storage management.

Suggested Readings

Brady NC & Weil RR. 2002. The Nature and Properties of Soils. 13th Ed. Pearson Edu. Fertilizer Control Order (different years). Fertilizer Association of India, New Delhi.

Fertilizer Statistics (different years). Fertilizer Association of India, New Delhi

Indian Journal of Fertilizers (different years). Fertilizer Association of India, New Delhi. San Chilli V.

1960. Chemistry and Technology of Fertilizers. American Chemical

Soc. Monograph Series. Reinhold Publ. Corp.

Tisdale SL, Nelson WL, Beaton JD & Havlin JL. 2002. Soil Fertility and Fertilizers. 5th Ed. Prentice Hall.

ABM 519 2 (1+1) SEED PRODUCTION TECHNOLOGY MANAGEMENT**Objective**

To apprise students regarding principles and efficient management of seed production technology.

Contents**UNIT - I**

Seed Technology – Role of Seed Technology, its Course Objective and goal, Seed Industry in India, National Seed Corporation Tarai Seed Development Corporation, State Seed Corporations, National Seed Project and State Farms and their role.

UNIT - II

Development and Management of Seed Programmes Seed Village Concept, Basic Strategy of Seed Production and Planning and Organization of Seed Programme; Types of Seed Programme – Nucleus seed, Breeders seed, Foundation seed and Certified seed etc.

UNIT - III

Maintenance of genetic purity – Minimum seed certification standard and Management of breeders & Nucleus seed; Management of seed testing laboratory and research and development.

UNIT - IV

Management of seed processing plant, seed storage management; seed packaging and handling.

UNIT - V

Seed Marketing; GM Crop seed, IPR, PBR, Patents and related issues and their impact on developing countries; Statutory intervention in the seed industry; Seed legislation and seed law enforcement, Seed act; Orientation and visit to seed production farms, seed processing Units, NSC, RSSC, RSSCA and seed testing laboratories.

Suggested Readings

Agrawal RL. 1997. Seed Technology. Oxford & IBH.

Desai BB, Katecha PM & Salunkhe DK. 1997. Seed Handbook: Biology, Production, Processing and Storage. Marcel Dekker.

Kelly A. 1988. Seed Production of Agricultural Crops. Longman.

McDonald MB Jr. & Copeland LO. 1997. Seed Production: Principles and Practices. Chapman & Hall.

Thompson JR. 1979. An Introduction to Seed Technology. Leonard Hill.

ABM 520 2(1+1) TECHNOLOGY MANAGEMENT FOR LIVESTOCK PRODUCTS

Objective

To impart knowledge about management of livestock products, product development, quality control, preservation and marketing strategies for livestock products.

Contents

UNIT - I

Present status of livestock products industry in India – dairy, meat poultry, skin, hides, wool, etc;
Dairy Products- Manufacturing technologies of various dairy products and by-product utilization.

UNIT - II

Meat and Poultry Products- Manufacturing technologies of meat and meat products, egg and poultry products; production processing and utilization of wool and animal by-products.

UNIT - III

Plant Management- Production planning and control needs and techniques of production control, packaging, preservation and storage system for livestock products; transportation system for domestic markets and international markets.

UNIT - IV

Quality control measures during storage and transit; extent of losses during storage and transport, management measures to minimize the loss.

UNIT - V

Marketing and distribution of animal products; quality standard for various products; environmental and legal issues involved.

Practical

Quality evaluation of livestock products; packaging and storage studies; market analysis of dairy and meat products; visits to processing plants.

Suggested Readings

Forrest JC. 1975. Principles of Meat Science. Freeman Publ. Gracey 1999. Thorntons Meat Hygiene. WB Saunders.

Mountney GJ. Poultry Products Technology. 2nd Ed. AVI Publ.

Ockerman & Hansen. 2002. Animal Byproducts Processing and Utilization. CRC Publ. Pearson AM & Gillett TA. 1996. Processed Meat. 3rd Ed. Chapman & Hall.

Robertson GL. 1993. Food Packaging Principles and Practices. Marcel Dekker. Stadelman W &

Cotterill OJ. 2002. Eggs Science and Technology. 4th Ed. CBS. Sukumar De 1980. Outlines of Dairy Technology. Oxford Univ. Press.

Walstra et al. 2006. Dairy Science and Technology. 2nd Ed. Taylor & Francis. Yadav 1993.

Comprehensive Dairy Microbiology. Metropolitan Publ.

ABM 521 2 (1+1) FRUIT PRODUCTION & POST-HARVEST MANAGEMENT

Objective

To impart knowledge regarding agro-techniques of fruit crops and their post-harvest management.

Contents

UNIT - I

World production and horticulture in India; present status of fruit industry in India and emerging scenario.

UNIT - II

Management of horticultural crops – establishing an orchard, basic cultural practices, regulation of flowering, fruiting and thinning, protection against insect-pest, weeds: pre and post harvest management for quality and shelf life.

UNIT - III

Post harvest management in horticulture- procurement management, important factors for marketing, standardization and quality control, packaging.

UNIT - IV

Post harvest management in horticulture- development of fruit-based carbonated drinks, development of dehydrated products from some important fruits, storage of pulp in pouches, essential oils from fruit waste, dehydrated fruits. Market structure and export potential of fruits.

UNIT - V

Problems in marketing of fruits, and government policy; quality standards for domestic and international trade.

Practical

Orchard management practices; grading and packaging of fruits; post-harvest handling techniques; quality assessment and marketing studies.

Suggested Readings

Chadha KL & Pareek OP. 1993. Advances in Horticulture. Vols. I-IV. Malhotra Publ. House. Kader AA. 1992. Post-harvest Technology of Horticultural Crops. Univ. of California. Div. of Agri. & Natural Resources.

ABM 522 2 (1+1) AGRI-SUPPLY CHAIN MANAGEMENT

Objective

The course introduces students to the concepts and processes of agricultural supply chain management, framework for structuring supply chain drivers; network designs, demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain.

Contents

UNIT - I

Supply Chain: Changing Business Environment; SCM: Present Need; Conceptual Model of Supply Chain Management; Evolution of SCM; SCM Approach; Traditional Agri. Supply Chain Management Approach; Modern Supply Chain Management Approach; Elements in SCM.

UNIT - II

Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management.

UNIT - III

Procurement Management in Agri. Supply chain: Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, Classification of Purchases Goods or Services, Traditional Inventory Management, Material Requirements Planning, Just in Time (JIT), Vendor Managed Inventory (VMI).

UNIT - IV

Logistics Management: History and Evolution of Logistics; Elements of Logistics; Management; Distribution Management, Distribution Strategies; Pool Distribution; Transportation Management; Fleet Management; Service Innovation; Warehousing; Packaging for Logistics, Third-Party Logistics (TPL/3PL); GPS Technology.

UNIT - V

Concept of Information Technology: IT Application in SCM; Advanced Planning and Scheduling; SCM in Electronic Business; Role of Knowledge in SCM; Performance Measurement and Controls in Agri. Supply Chain Management- Benchmarking: introduction, concept and forms of Benchmarking.

Practical

Mapping of agricultural supply chains; demand forecasting exercises; inventory and logistics management studies; warehouse and transportation analysis.

Suggested Readings

Altekar RV. 2006. Supply Chain Management: Concepts and Cases. Prentice Hall of India.

Monczka R, Trent R & Handfield R. 2002. Purchasing and Supply Chain Management. Thomson Asia.

Van Weele AJ. 2000. Purchasing and Supply Chain Management Analysis, Planning and Practice. Vikas Publ. House.

ABM 523 2 (1+1)**QUALITY MANAGEMENT****Objective**

To familiarize students with the principles, tools and techniques of quality management for achieving continuous improvement, customer satisfaction and organizational excellence.

Content**UNIT - I**

Defining, planning, controlling, assuring and delivering quality. Introduction of quality in business, responsibility for employees, quality for the customers, Deming's 14 point for quality management.

UNIT - II

Quality grades and standards, quality circles. Concept of TQM, basic approach of TQM, strategic framework for implementing TQM.

UNIT - III

Statistical methods for quality control, seven QC tools: flow chart, check sheet, histogram, Pareto diagram, cause & effect diagram, scatter diagram, control chart (zone control chart & process capability index), concept of six sigma.

UNIT - IV

Barriers & challenges in quality management. Quality improvement programme, factors affecting quality and productivity. Global quality in 21st century.

Practical

Application of quality control tools; preparation of control charts; quality audits; TQM and Six Sigma case studies.

Suggested Reading

Quality management-Demystified

Total Quality Management – Mohanty & Lakhe, Jaico Publishing House
Quality Control- Dale H. Besterfield, Pearson education

Quality Management- Kanishka Bedi; Oxford University Press India, 2006

ABM 524 2 (1+1) STRATEGIC MANAGEMENT

Objective

To develop understanding of strategic management concepts and their application in organizations.

Content

UNIT - I

Introducing Strategic Management, Leading Strategically Through Effective Vision and Mission

UNIT - II

Examining the Internal Environment: Resources, Capabilities, and Activities, Exploring the External Environment: Macro and Industry Dynamics

UNIT - III

Creating Business Strategies, Crafting Business Strategy for Dynamic Contexts, Developing Corporate Strategy, Looking at International Strategies

UNIT - IV

Understanding Alliances and Cooperative Strategies, Studying Mergers and Acquisitions

UNIT - V

Organizational Structure, Systems, and Processes, Considering New Ventures and Corporate Renewal, Corporate Governance in the Twenty-First Century

Practical

SWOT analysis of agribusiness firms; environmental scanning; strategic planning exercises; case studies on business strategy formulation and implementation.

Suggested Reading

Strategic Management” by Mason A. Carpenter, 2nd edition, Pearson Publication, 2011, PP- 445,

Strategic Management: A Practical Approach” by Sanjay Mahapatra, 1st edition, Pearson Publication, 2012, PP-266, 2012

Concept in Strategic Management and Business Policy” by Thomas L. Wheelen, 12th edition, Pearson Publication, 2004, PP-743

ABM 525 2 (1+1) INTERNATIONAL TRADE AND SUSTAINABILITY GOVERNANCE

Objective

To impart knowledge to the students of international trade in agriculture and various provisions under WTO in the new trade regime.

Contents

UNIT - I

International trade – basic concepts, WTO and its implications for Indian economy in general and agriculture sector in particular.

UNIT - II

TRIPS, TRIMS quotas, anti dumping duties, quantitative and qualitative restrictions, tariff and non-tariff measures, trade liberalization, subsidies, green and red boxes, issues for negotiations in future in WTO; CDMs and carbon trade.

UNIT - III

Importance of foreign trade for developing economy; absolute and comparative advantage, foreign trade of India.

UNIT - IV

Composition of India's foreign trade policy; India's balance of payments; inter regional Vs international trade; tariffs and trade control; exchange rate; the foreign trade multiplier.

UNIT - V

Foreign demand, supply side analysis, opportunity cost, trade and factor prices, implications for developing countries, market entry methods, export procedures & documentations.

Practical

Analysis of WTO agreements; export-import documentation exercises; trade policy case studies; assessment of international agricultural trade trends.

Suggested Readings

Chadha GK. 2003. WTO and Indian Economy. Deep & Deep.

Economic Survey of India. Ministry of Finance, Govt. of India. (various issues) HAU 2003. Refresher Course on Technological Interventions to Face WTO Challenges. AAREM & HRD CCS HAU Hisar. Indian Journal of Agricultural Economics

Vasisht AK & Singh Alka. 2003. WTO and New International Trade Regime- Implication for Indian Agriculture. Advance Publ. Concept.

PGS 506 Disaster Management (1+0) Theory

Natural Disasters-Meaning and nature of natural disasters, their types and effects. Floods, Drought, Cyclone, Earthquakes, Landslides, Avalanches, Volcanic eruptions, Heat and cold Waves, Climatic Change: Global warming, Sea Level rise, Ozone Depletion. Man Made Disasters- Nuclear disasters, chemical disasters, biological disasters, building fire, coal fire, forest fire. Oil fire, air pollution, water pollution, deforestation, Industrial wastewater pollution, road accidents, rail accidents, air accidents, sea accidents.

Disaster Management- Efforts to mitigate natural disasters at national and global levels. International Strategy for Disaster reduction. Concept of disaster management, national disaster management framework; financial arrangements; role of NGOs, Community-based organizations, and media.

Central, State, District and local Administration; Armed forces in Disaster response; Disaster response: Police and other organizations.

SEMESTER -IV

Project Work (ABM-599) - 10 Credits

