

## **M.B.A. (Agri-Business) Programme Objectives**

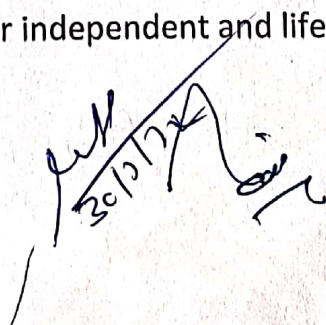
The Master of Business Administration (Agri-Business) is a two-year full time Regular Master's degree programme which grooms students into professional managers for core areas of agribusiness and allied sectors. The programme aims at providing a comprehensive coverage incorporating the foundation, functional and elective courses relevant to management discipline, in general, and agribusiness management, in particular.

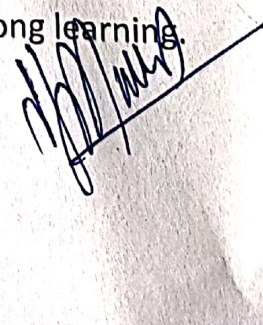
The objective of the Post-graduate Programme in Agri-business Management is to transform young men and women into competent professional managers for the agriculture, food, agri-business, rural and allied sectors. The programme caters to the needs of enterprises serving these sectors, both domestic and international. The programme will build sensitivity to domestic and international market needs and span the entire agricultural value chain. The programme specifically attempts to:

- A. Equip the participants with the requisite knowledge, skills and attitudes for managerial decision making and implementation in the unique context of agribusiness.
- B. Encourage entrepreneurial capabilities in participants to make them effective change agents in agri-business.
- C. Develop participants' capabilities to become leaders and nurture in them a commitment for integrity, ethics and social purpose.

### **Programme Outcome**

1. To develop required expertise, skills, and mindset for successful leadership among students.
2. To cultivate knowledgeable Agriculture practitioners with good ethical principles who are capable of playing a pivotal role in different sectors of the Indian Agricultural and society while remaining focused on national agricultural priorities.
3. To understand effective written and oral business communication techniques to deal effectively with various stakeholders.
4. To make students learn how major disparities in Agricultural practices in different areas of the world influence the management of businesses in different countries.
5. To function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
6. To make students ready for contribution of their services in different Agricultural industries.
7. To inculcate desire for independent and life-long learning.

  
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**COURSE STRUCTURE**  
**MBA (Agri-Business) Semester – I**

Subject/ Course Code	Title of the Course(s)	External Marks	Internal/ Sessional Marks	Practical Marks	Total Marks	Credits
Course/Paper 1 F060101T	Management Theory and Practices	75	25		100	4
Course/Paper 2 F060102T	Business Environment and Indian Ethos	75	25		100	4
Course/Paper 3 F060103T	Managerial Economics	75	25		100	4
Course/Paper 4 F060104T	Management Accounting	75	25		100	4
Course/Paper 5 F060105T	Research Methodology & Statistics	75	25		100	4
	Generic/Elective	75	25		100	4
Course/Paper 6 F060106R	Field Survey & Presentation		50	50	100	4
<b>Total Credits</b>						<b>28</b>

**MBA (Agri-Business) Semester – II**

Subject/ Course Code	Title of the Course(s)	External Marks	Internal/ Sessional Marks	Practical Marks	Total Marks	Credits
Course/Paper 1 F060201T	Organizational Behaviour and Change	75	25		100	4
Course/Paper 2 F060202T	Business Legislation	75	25		100	4
Course/Paper 3 F060203T	Marketing Management	75	25		100	4
Course/Paper 4 F060204T	Human Resource Management	75	25		100	4
Course/Paper 5 F060205T	Production and Operations Management	75	25		100	4
Course/Paper 6 F060206R	Research Project & Presentation		50	50	100	4
<b>Total Credits</b>						<b>24</b>

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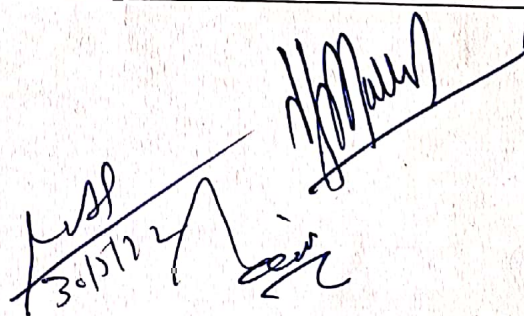
## COURSE STRUCTURE

### MBA (Agri-Business) Semester – III

Subject/ Course Code	Title of the Course(s)	External Marks	Internal/ Sessional Marks	Practical Marks	Total Marks	Credits
Course/Paper 1 F060301T	Strategic Management	75	25		100	4
Course/Paper 2 F060302T	Entrepreneurial Development and Small Business Management	75	25		100	4
Course/Paper 3 F060303T	Rural Marketing	75	25		100	4
Course/Paper 4 F060304T	Introduction to Agri-Business Management	75	25		100	4
Course/Paper 5 F060305T	Agriculture Marketing Systems and Models	75	25		100	4
Course/Paper 6 F060306R	Summer Training Report/Presentation		50	50	100	4
<b>Total Credits</b>						<b>24</b>

### MBA (Agri-Business) Semester – IV

Subject/ Course Code	Title of the Course(s)	External Marks	Internal/ Sessional Marks	Practical Marks	Total Marks	Credits
Course/Paper 1 F060401T	Agricultural Export Management	75	25		100	4
Course/Paper 2 F060402T	Environmental Management	75	25		100	4
Course/Paper 3 F060403T	Forestry and Fisheries Management	75	25		100	4
Course/Paper 4 F060404T	Management of Diaries and Cooperatives	75	25		100	4
Course/Paper 5 F060405T	Management of Floriculture and Horticulture	75	25		100	4
Course/Paper 6 F060406R	Project Report & Viva		50	50	100	4
<b>Total Credits</b>						<b>24</b>


  
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## MBA (Agri-Business) Semester – I

Subject/ Course Code	Title of the Course(s)	External Marks	Internal/ Sessional Marks	Practical Marks	Total Marks	Credits
Course/Paper 1 F060101T	Management Theory and Practices	75	25		100	4
Course/Paper 2 F060102T	Business Environment and Indian Ethos	75	25		100	4
Course/Paper 3 F060103T	Managerial Economics	75	25		100	4
Course/Paper 4 F060104T	Management Accounting	75	25		100	4
Course/Paper 5 F060105T	Research Methodology & Statistics	75	25		100	4
	Generic/Elective	75	25		100	4
Course/Paper 6 F060106R	Field Survey & Presentation		50	50	100	4
<b>Total Credits</b>						<b>28</b>

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Programme/Class: Degree MBA( Agri Business)	Year: First	Semester: First
Course/ Paper 1		
Course Code: F060101T	Course Title: <b>Management Theory And Practices</b>	
<p><b>Course Outcome:</b> Thecourse seeks to expose students to various management concepts, theories and functions. It aims at the following outcomes:</p> <ul style="list-style-type: none"> <li>• To develop understanding about the variousmanagement concepts and principles.</li> <li>• To competencies to apply managerial skills in the real business world.</li> <li>• To understand and develop the skills required in a manager.</li> </ul>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures 40
I	Introduction to Management, Definition, process and nature, Indian Business Environment and its impact on managers job, different approaches to management analysis, managerial functions and roles, evolution of management thoughts, Contributions of FW Taylor, Henry Fayol, Elton Mayo and other management thinkers.	10
II	Introduction to decision making; definition nature and process, types of decisions, decision making under uncertainty, Planning; definition nature and process, types of plans and planning process, Objectives; Types and processes of objective setting, Management by Objectives (MBO).	10

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III	Nature and process of organizing, Types of organizational level and span of management, structure and process of organizing, different methods of departmentation, line/staff, an introduction to staffing.	10
IV	Human factors in managing; behavioral models, motivation, concept, theories and approaches, approaches and theories for leadership analysis. The basis control process, feedback and feed forward control, requirements for effective control, Budget and non-budgetary control techniques, emerging issues in management.	10
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Harold Koontz and Heinz Weiriele, 'Essentials of Management', TMH 1990</li> <li>2. Stoner Jones AF, Freeman R Edward and Gilbest Jr David R, 'Management', PHI 1996</li> <li>3. Kreitner Robert, 'Management', AITBS, New Delhi 1990</li> <li>4. Criffin Rickey, 'Management', AITBS, New Delhi 1990</li> <li>5. Ivancevich John M, Develly Jr. James H. and Gibson James, 'Management Principles and Functions', Richard Irwin Inc and AITBS, 1998</li> <li>7. L.M. Prasad, 'Principles and Practices of Management', 2000.</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p>In addition to the theoretical inputs the course will make use of role playing, group discussion, classroom presentations, assignments and case study pedagogy for delivery. Video speeches of prominent management thinkers may be shown for discussion and to drive home some points. This will facilitate practical learning.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

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Programme/Class: Degree MBA( Agri Business)	Year: First	Semester: First
Course/ Paper 2		
Course Code: F060102T	Course Title: <b>Business Environment And Indian Ethos</b>	
<b>Course Outcome:</b> The students will be able to demonstrate and develop conceptual framework of business environment and generate interest in international business. Understand the definition of ethics and the importance and role of ethical behavior in the business world today.		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures 40
I	Introduction to Business Environment; Nature, Elements, scope and importance, Various classification of Business environment analysis; Micro and Macro, General specific environment, Environment scanning and diagnosing, Technique of environmental analysis, Steps in environmental analysis process	10
II	Government an exploring business, Constitutional provisions relating to trade and industry, EXIM policy, FEMA, Environment Protection Act, and Consumer Protection Act, Industrial policy reforms in India; Five years plan and Planning Commission.	10

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III	Economic environment: Concept, Nature and Components, Monetary and fiscal policy, Salient feature of new industry policy, public sector undertaking and privatization, Liberalization and India, WTO/ GATT and its impact on Indian Business.	10
IV	Technology-Society interface, Socio cultural environment and its impact on business, social responsibility of business, emerging trends towards corporate accountability to social development, Introduction to Environment Management and ISO 14000. Human values and Management, Indian insights, need for values in global change, Indian perspective, Holistic approach for managers in decision-making, spiritual values in management.	10

**Suggested Readings:**

1. Francis Cherunilam, Business Environment, Himalaya Book, New Delhi,
2. RudraDutt&Sunderam, Indian Economy, S. Chand & company, New Delhi.
3. Chakraborty, S.K.: Foundations work – contributions from thought, Himalaya Publishing House Delhi.

**Suggested Continuous Evaluation Methods:**

In addition to the theoretical inputs the course will make use of role playing, group discussion, classroom presentations, assignments and case study pedagogy for delivery. This will facilitate practical learning.

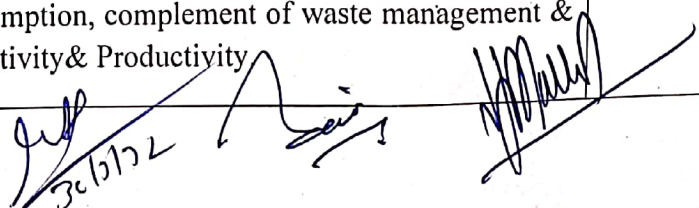
**Suggested equivalent online courses:**

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Programme/Class: Degree MBA( Agri Business)	Year: First	Semester: First
Course/ Paper 3		
Course Code: F060103T	Course Title: <b>Managerial Economics</b>	
<p><b>Course Outcome:</b> To integrate the basic concepts of economics with the tools of mathematics and statistics in order to analyze and make optimal business decisions.</p> <p>(1) Understand the roles of managers in firms.</p> <p>(2) Understand the internal and external decisions to be made by managers.</p> <p>(3) Analyze the demand and supply conditions and assess the position of a company.</p> <p>(4) Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.</p> <p>(5) Analyze real-world business problems with a systematic theoretical framework.</p>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures 40
I	Introduction to Managerial economics, Definitions, factors influencing managerial decision, chief characteristics of managerial economics, scope of managerial economics, nature of managerial economics, micro economics & macro economics, basic economic tools in managerial economics.	10
II	Utilize analysis, characteristics of utility, measurement of utility – TU & MU, law of diminishing marginal utility importance & limitation of the law, of equi- marginal utility – assumptions of the law, explanation of the law, law of proportionally, limitations of the application of the law, Consumers goods & producers goods, types of consumers goods, types of producers goods, consumption, complement of waste management & Resource Management Activity & Productivity	10


  
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III	Demand, types of demand price, demand, income, gross demand, change in demand, factors causing changes in demand, the law of demand – assumptions of the law, demand curve, Reasons for the law of demand, elasticity of demand, measurement of price elasticity of demand total outlay or expenditure method, flux or percentage method, point or geometric method, demand forecasting methods or techniques of demand forecasting, input – output analysis,	10
IV	Production – Definition methods, factors of production, function types (Fixed, variable, Cobb Douglas, linear homogenous), Law of returns – law of diminishing returns assumptions of the law, why the law of diminishing return operates, limitations of the law of increasing returns – Assumptions, why the how operates, law of constant returns, returns to scale, cost analysis – concept of lost, short run lost and long run lost, short run cost analysis, Marginal cost, Relationship between TC & MC long run cost analysis – Diminution of LAC & LMC, Relationship between LMC & SMC, Revenue concepts & revenue analysis. Theory of Pricing: Price Determination under perfect competition, Difference between pure competition and perfect competition, Price and determination under monopoly, Features of monopoly – Equilibrium of the monopoly in the long run,	10

**Suggested Readings:**

1. Lewis, Chris W, and Peterson, H Gaig 'Managerial Economics'
2. Diwedi, DN, Managerial Economics, Vikas Publishing House
3. Mehta, PL, 'Managerial Economics: Text and Cases'. Sultan Chand
4. Joel Dean, 'Principles of Managerial Economics' PHI – New Delhi

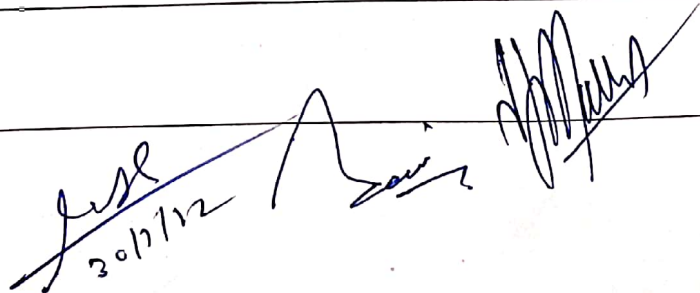
**Suggested Continuous Evaluation Methods:**

In addition to the theoretical inputs the course will make use of role playing, group discussion, classroom presentations, assignments, quiz and case study pedagogy for delivery. This will facilitate practical learning.

**Suggested equivalent online courses:**

**Further Suggestions:**

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Programme/Class: Degree MBA( Agri Business)	Year: First	Semester: First
Course/ Paper 4		
Course Code: F060104T	Course Title: <b>Managerial Accounting</b>	
<p><b>Course Outcome:</b> The main objective of this course is to familiarize the students with fundamental concepts and processes of accounting sothat they are able to grasp the nuances of annual accounts of an organization and interpret financial statements. The course seeks to achieve the following outcomes:</p> <ul style="list-style-type: none"> <li>• To develop an understanding of principles and techniques of accounting among students.</li> <li>• To familiarize students with interpretation and application of accounting techniques and principles in managerial decision making, implementation and control.</li> </ul> <p>To enable students to assess and evaluate the financial soundness of a business.</p>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures 40
I	Financial Accounting – Users of Financial Accounting Information, Difference between Managerial Accounting and Financial Accounting. Recording of Accounting Transactions- Journal-Its Division Cashbook, Bank Reconciliation Statement, and Rectification of Errors.	10
II	Corporate Accounting-Shares & Debentures. Financial Statement Analysis-Ratio, Fund Flow Statement and Cash Flow Statement, Price Level Change and Accounting	10

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III	Product Costing-Job Costing and Process Costing, Job Costing: Nature of Job Costing, Job Cost Sheets and Job Ledger, Contract Costing, Process Costing, Standard Costing & Variance Analysis, Cost-Volume-Profit Analysis-Techniques, Limitation, Presentation of Management Control Report, Budgeting and Zero Base Budgeting.	10
IV	Nature of Managerial Accounting-Concept, Cost Accounting and Managerial Accounting Management Process and Roll of Management Accounting, Decision Making Process, Cost Concept and Classification-cost, Expenditures, Classification of Cost, Cost Behaviour in Relation to Change in output of activity Volume, Fixed Cost, Variable Cost, for Decision Making and Planning: Opportunity Cost, Sunk Cost, Relevant Cost, Different Cost, Cost For Control; Controllable and Uncontrollable Cost, Standard Cost, Joint Cost	10

**Suggested Readings:**

1. Anthony RN and Reece JS. Accounting Principles 6th Ed., Homewood, Illinois, Richard D Irwin
2. Bhattacharya SK & Dearden J Accounting for Management: Text and Cases New Delhi Vikas.
3. Heitger, LE & Matulich, Serge, Financial Accounting.
4. Hingorani NL & Ramanathan AR, Management Accounting.
5. Horngren Charles, Principles of Financial and Management
6. Needles, Belverd Financial and Managerial Accounting

**Suggested Continuous Evaluation Methods:**


In addition to the theoretical inputs the course will make use of classroom presentations, discussions, assignments and case study pedagogy for delivery. This will help the students develop practical understanding and applicability of the course in business organizations.

**Suggested equivalent online courses:**

**Further Suggestions:**

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Programme/Class: Degree MBA( Agri Business)	Year: First	Semester: First
Course/ Paper 5		
Course Code: F060105T	Course Title: <b>Research Methodology And Statistics</b>	
<b>Course Outcome:</b> This course is designed to enable students to identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project. Identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures 40
I	Introduction of Research: Meaning, Definition, Characteristics, Significance, Life of research, Approach to research methods, Research Methodology, Characteristics of good research, Criteria conducting a good research, Problem countered by research in India	10
II	Research problem: Meaning, component, formulation of research problem hypothesis: Meaning, function, types, form of hypothesis, different between research problem and hypothesis, Research Design: Meaning, Need component, feature of design, type of design	10

  
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III	Collection of data, Primary and Secondary data, Method of collecting Primary data, Sources of secondary data, Sampling and sampling technique.	10
IV	Classification and Analysis of data; Tabulation, coding, graphical representation of data, analysis of data, Statistical tools, Measures of central tendency, correlation, regression, testing of hypothesis, T-Test, Chi-square test. Report writing: Features of good report, types of report, pre-caution should be taken when writing a report, Application of research in management, Research and decision making, marketing and personnel research.	10
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Introduction to Statistics by Ramendu Roy, PrayagPustakBhawan, Allahabad.</li> <li>2. Research Methodology by CB Kothari.</li> <li>3. Survey Methods by Fowler and Floyd, Sage Publications</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p>In addition to the theoretical inputs the course will make use of group discussion, classroom presentations and assignments pedagogy for delivery. The students should be encouraged to undertake any real research project, collect data, prepare and present the research report in the class. This will facilitate practical learning and application statistical tools.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

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### MBA (Agri-Business) Semester - II

Subject/ Course Code	Title of the Course(s)	External Marks	Internal/ Sessional Marks	Practical Marks	Total Marks	Credits
Course/Paper 1 F060201T	Organizational Behaviour and Change	75	25		100	4
Course/Paper 2 F060202T	Business Legislation	75	25		100	4
Course/Paper 3 F060203T	Marketing Management	75	25		100	4
Course/Paper 4 F060204T	Human Resource Management	75	25		100	4
Course/Paper 5 F060205T	Production and Operations Management	75	25		100	4
Course/Paper 6 F060206R	Research Project & Presentation		50	50	100	4
<b>Total Credits</b>						<b>24</b>

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Programme/Class: Degree MBA( Agri Business)	Year: First	Semester: Second
Course/ Paper 1		
Corse Code- F060201T	Course Title: <b>Organisational Behaviour and Change</b>	
<b>Course Outcome:</b> This course provides a comprehensive analysis of individual and group behavior in organizations. Its purpose is to provide an understanding of how organizations can be managed more effectively and at the same time enhance the quality of employees work life. This course aims to improve students understanding of human behavior in organization and the ability to lead people to achieve more effectively toward increased organizational performance.		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures 40
I	<b>Organization:</b> Concepts and types; Organization behaviour; meaning, nature, determinants and models. Role of O.B in management of modern organization.	10
II	<b>Perception:</b> Process and factors influencing perception, perceptual errors, values systems spruces and attitude formation.	10

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<b>III</b>	<b>Personality:</b> Types & theories; Motivation: process and theories; Learning: process and theories.	<b>10</b>
<b>IV</b>	<b>Group Dynamics:</b> Meaning, What is small group? Formal structural framework of group cohesiveness conflict management & resolution techniques. <b>Management of change and OD:</b> Meaning & intervention.	<b>10</b>
<b>Suggested Readings:</b> 1. Luthans F, Organisation Behaviour, 7th edition, New York Mc graw Hill 1995 2. Robbins S.P, Organisational behaviour, 7th edition New Delhi. Prentice Hall of India 1996 3. Anderson A H and Barker D Effective Wenterprise and Change Management, Blackwell Publisher Ltd 1996		
<b>Suggested Continuous Evaluation Methods:</b> Modes of Evaluation include- Quiz/Assignment/ presentation/ extempore/ / Class Discussion / Written Examination.		
<b>Suggested equivalent online courses:</b>		
<b>Further Suggestions:</b>		

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Programme/Class: Degree MBA( Agri Business)		Year: First	Semester: Second
Course/ Paper 2			
Course Code: F060202T		Course Title: <b>Business Legislation</b>	
<b>Course Outcome:</b>			
1. Knowledge: Basic and broad knowledge in business laws in management. Ability to apply concepts, principles and theories to understand simple business laws.			
2. Global Perspective of the different business laws.			
3. Awareness of the global business laws and its impacts on businesses.			
Credits: 4		Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics	No. of Lectures 40	
I	<b>The Indian Contract Act, 1872:</b> Essential of A Valid Contract Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts	10	
II	<b>The Companies Act, 1956:</b> Nature and Type of Companies, Formation, Memorandum and Articles of Association, Prospectus Allotment of Shares & Share Capital, Membership, Borrowing powers, Management & Meeting. Compromise Arrangements and Reconstruction, Prevention of Oppression & Management. Winding Up	10	

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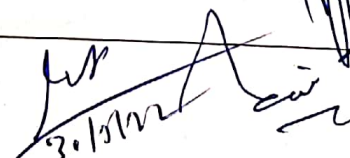
III	<b>The Sale of Good Act, 1930:</b> Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller. Performance of the Contract of Sale.	10
IV	<b>The Negotiable Instruments Act, 1881:</b> Nature and Types, Negotiation and Assignment, Holder-in-Due Course, Dishonor and Discharge of Negotiable Instrument. Arbitration. <b>Indian Partnership Act, 1930:</b> Nature an Formation of Partnership, Registration of Firm, Rights and Duties of The Firm, Dissolution of the Firm	10
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Avatar Singh, Company Law, 11th Edition, Easter, Lucknow, 1996.</li> <li>2. Khergamwalla, JS, The Negotiable Instrument Act, NM Tripathi, Bombay, 1980.</li> <li>3. Ramaya A, Aguide to Companies Act. Wadhwa, Nagpur, 1992</li> <li>4. Tuteja SK, Business Law for Managers, Sultan Chand New Delhi, 1998</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p>Modes of Evaluation include- Quiz/Assignment/ presentation/ extempore/ / Class Discussion / Written Examination.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

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Programme/Class: Degree MBA( Agri Business)	Year: First	Semester: Second
Course/ Paper 3		
Course Code: F060203T	Course Title: <b>Marketing Management</b>	
<p><b>Course Outcome:</b> The course intends to expose students to marketing concepts &amp; theories and their practical applications. It aims at the following outcomes:</p> <ol style="list-style-type: none"> <li>1. To understand basics of marketing concepts and theories.</li> <li>2. To analyze the importance of marketing environment on decision making.</li> <li>3. To develop the ability to apply marketing concepts and theories in the current business environment.</li> </ol> <p>To understand the significance of value creation, delivery and promotion in the customer driven competitive markets.</p>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures 40
I	Marketing: Definition, nature and scope, corporate orientation towards place, core marketing concepts, the marketing environment, customer satisfaction, value and retention.	10
II	Introduction to marketing research and marketing information system, understanding consumer and industrial buying behavior, market segmentation, targeting and positioning.	10

  
  
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III	Product decisions, product mix, new product development and product life cycle, branding and packaging decisions.	10
IV	Pricing methods and strategies, promotion decisions, promotion mix, channel management decisions, selection, types, retailing, whole-selling and market logistics. Organizing and implementing marketing in the organization, evaluation and control of marketing efforts.	10

**Suggested Readings:**

1. Kotler Philip, Marketing Management: Analysis, Planning, Implementation and Control, PHI 2002
2. Stanton William J., Fundamentals of Marketing, McGraw hill, 1994
3. Ranaswami, V.s. and Namakumari, S., Marketing Management: Analysis, Planning and Control McMillan, 1990
4. Neelmeghan, S., Marketing In India, Caseand Readings, N. Vikas, 1988.

**Suggested Continuous Evaluation Methods:**

In addition to the theoretical inputs the course will make use of role playing, group discussion, classroom presentations, assignments and case study pedagogy for delivery. Video on various marketing aspects of business organizations may be shown for discussion and to drive home some points. This will help the students grasp practical application of marketing concepts and theories.

**Suggested equivalent online courses:**

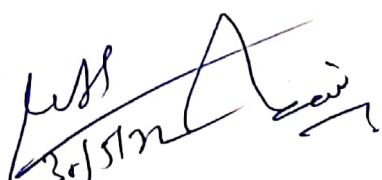

**Further Suggestions:**

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Programme/Class: Degree MBA( Agri Business)	Year: First	Semester: Second
Course/ Paper 4		
Course Code: F060204T	Course Title: <b>Human Resource Management</b>	
<p><b>Course Outcome:</b> 1. To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.</p> <p>2. To help the students focus on and analyse the issues and strategies required to select and develop manpower resources.</p> <p>3. To develop relevant skills necessary for application in HR related issues</p> <p>4. To Enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions</p>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures 40
I	Introduction to HRM and its nature, Concepts and perspectives on HRM, HRM in changing Environment, Corporate objectives and HR Planning, Career and Succession planning.	10
II	Job analysis and role description, methods of manpower search, attracting and selecting human resources, steps in selection process, methods of selection. Induction and socialization of manpower, Manpower training and development, Need, Techniques and Evaluation of training programme.	10

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III	Performance Appraisal and Potential Evaluation: Quantitative and Qualitative appraisal, Role of Appraisal in HRM, Employee welfare and compensation.	10
IV	Industrial Relations & Trade Unions, dispute Resolution and Grievance Management, Employee Empowerment.	10
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. HR Management by CB Mamoria</li> <li>2. HR and Personnel Management by K Aswathappa</li> <li>3. Personnel Management by Adam Flippo</li> <li>4. Personel Management by Monappa and Saiyadain</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p>This includes- Quizzes / Surprise Tests, Projects, Case analysis, Assignments, Presentations and class room activities.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

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Programme/Class: Degree MBA( Agri Business)		Year: First	Semester: Second
Course/ Paper 5			
Course Code: F060205T		Course Title: <b>Production And Operations Management</b>	
<p><b>Course Outcome:</b> This course emphasizes the concepts and practices of managing production and operations in contemporary organizations. This course provides an introduction to the field of production and operations management. It is designed to highlight the practical and applied techniques which can improve the organization's quality and productivity.</p>			
Credits: 4		Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics	No. of Lectures 40	
I	Production and operations management: Meaning, Nature, Scope, Importance and Functions, Evolution from production to operations management, Productivity-Measurement and variables, OM system model	10	
II	Types of production systems: Intermittent production-project, jobbing, batch production. and Continuous production- mass, process , characteristics of each method	10	

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III	Location decisions, need and importance of location, factors affecting location decisions, Location models-factors rating method, locational break even analysis, centre of gravity method, Geographical Information System (GIS)	10
IV	Layout decisions: meaning, objectives, importance, factors influencing layout decisions, types of layout Inventory management, importance, functions, types of inventory, ABC analysis, EOQ, Quality, TQM, JIT, ISO certifications	10

**Suggested Readings:**

1. Haizer Jay & Render Barry, Operations management (6th edition), PH, NJ
2. Buffa, Production and operations management.
3. Adam, EE & Ebert RJ Production and operations management .6th edition New Delhi. PHI 1995
4. Amrine Harold Tetc. Manufacturing Organization and management. Engelwood Cliffa .New Jersey PHI 1993
5. S.N.Chany, Production & Operation Management
6. Aswathapa, Production & Operation Management

**Suggested Continuous Evaluation Methods:**

Course learning goals are assessed using quizzes, tests, and performance-based tasks, as well as written examination.

**Suggested equivalent online courses:**

**Further Suggestions:**

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