

Department of Business Management
VBS Purvanchal University, Jaunpur – 222001 (U.P.)

Department of Business Management
VBS Purvanchal University, Jaunpur

SYLLABUS
Batch 2015-16 onwards

Semester - III
MBA (Agri- Business)

Syllabus_MBA/MBA (Agri-Business)/MBA (E-Commerce) – IV Semester (Batch 2015-16 onwards)

MGT 301: STRATEGIC MANAGEMENT

1. Introduction to strategy, Business Policy and Strategic Management, Strategic Management Process, Strategic Decision Making, Role of board of directors, CEOs and Top management in the strategic management, An introduction to corporate governance, Mission and objectives.
2. Constituents of External Environment and their impact, Environmental analysis steps, Assessment of opportunities & threats, Competition analysis, Preparation of ETOP.
Internal corporate analysis, Determination & measurement of strengths & weaknesses, Models to analyse strength & weakness,
3. Formulation of strategy, Tows Matrix, Grand strategies, Growth, Stability, Retrenchment & Combination strategy, Genetic competitive strategies.
Portfolio Analysis, BCG Model, GE-Nine Cell Model, Corporate parenting.
4. Strategy Implementation Process, Interrelationship between strategy formulation & Implementation, Organizing for effective Implementation, Leadership Implementation, Behavioral Issues in strategy Implementation.
5. Functional strategy: Marketing, Operations, Finance, Recent R & D & HR strategies, Resent Issues in strategic Management: Diversification, Integration, Mergers and Acquisitions (M & A), RE-engineering and Restructuring.

References:

1. William Glueck: *Business Policy & Strategic Management*, McGraw Hill.
2. Ansaff H. Iger, *Corporate Strategy: An Analytical approach to Business Policy for Growth & Expansion*, McGraw Hill.
3. Azhar Kazmi, *Business Policy*, McGraw Hill.
4. Porter M.E., *Competitive Advantage*, The Freepress New York.
5. Steiner G.A., J.B. Mier, E.R. Gray, *Management Policy & Strategy*, McMillan, London.

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MGT 302: ENTREPRENEURIAL DEVELOPMENT AND SSI

1. **Introduction:** Meaning, concept of entrepreneur, entrepreneur types, traits and functions, Role of entrepreneurs in the economic growth.

2. **Entrepreneurship:** Concept, nature and characteristics, phases of entrepreneurship development, factors affecting entrepreneurship in economic growth.
Competing theories of entrepreneurship, Drucker, Schumpeter & Walker's view of entrepreneur, Economic, sociological & psychological theories of entrepreneurial origin, entrepreneurs Vs. Managers, entrepreneurs Vs. Entrepreneurship.

3. **Establishing Entrepreneurial system:** Search for business idea, sources of ideas, idea processing & input requirements, preparation of feasibility report, legal formalities & documentation.

4. **Entrepreneurial Development Programme in India:** History, Objectives, Support, Stages of Performances, Planning and EDP: Objectives, Target group, Selection of centre, Pre-training work, Govt. Policy towards SSIs.

5. **Institutional set up assisting entrepreneurship:** DIC and Industrial estate, NSIC, NPC, STEP & commercial banks, Women Entrepreneurship, Rural Entrepreneurship, Intrapreneurs.

References:

1. *Entrepreneurial Development in India*, Gupta and Srinivasan, Sultan Chand, New Delhi.
2. *Small Scale Industries and Entrepreneurship*, Desai, V., Himalaya, New Delhi.
3. *Innovation and Entrepreneurship*, Drucker, Henimann, London.
4. *Motivating Economic Achievement*, McClelland, DC & winter, Freepress, New York.

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ABM 303: INTRODUCTION TO AGRI-BUSINESS MANAGEMENT

1. Nature of Agri-Business, Evolution of Changing Dimensions of Agri-Business in India. Application of management principles in agri-business. Type, pattern and scope of Agri-Business.
2. Characteristics of Production, consumption and Marketable surplus of Agri Business in India. Rural Marketing, Distribution system, Marketing of Agriculture inputs, Marketing by the Govt., functioning of selected procurement agencies. Location factors and other problems in processing of Agricultural products.
3. Management of Agro industries. Locational Factors and other problems faced by Agri. industries and other industries related to Agri-business, Management of water shed and development projects, management of irrigation system, farm power and machinery mgt., food technology mgt., environmental mgt.
4. Nature, scope and functions of farm business management, working out existing and alternative farm plans. Farm labour, farm capital and farm machinery. Decision making process in farm management
5. Advanced concepts in Agricultural production: Technology Management for Livestock products, Quality Management in food industry, Agricultural inputs supply management, Vegetable seeds production management, Crop seed production management, Fertilizer management, Management of veterinary hospitals.

References:

1. *Koontz, H. and Wehrich, Horticulture Management, 10th edition .Newyork McGrawhill 1995*
2. *Stoner, J.etc., Horticulture Management, 6th ed., N. Delhi, Prentice Hall Of India,1996.*
3. *J.D. Drilon Jr., Introduction to Agribusiness Management*
4. *John, N. David and Ray, Concept of Agribusiness Management*
5. *Kenneth D. Dull, Principles of Management in Agri-Business, Western Publication*

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ABM 304: AGRICULTURE MARKETING SYSTEMS AND MODELS

1. Concept of Agricultural Marketing, Study of organization and function of agricultural marketing in India.
2. Methods of Grading farm products, Magnitude and dimensions of marketing & marketable surplus in agricultural communities.
3. Efficiency of marketing storage, Transportation and Financial Management in Agriculture.
4. Marketing: Perishability, seasonality and processing of agricultural products.
5. Various models and theories of agricultural marketing with their critical evaluation.

References:

1. *John, N. David and Ray, Concept of Agribusiness Management*
2. *Kenneth D. Dull, Principles of Management in Agri-Business, Western Publication*
3. *Agriculture Marketing Management*

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ABM 305: FARM MANAGEMENT

1. Introduction, Definitions, Objectives of farm Management, Scope of Farm Management, Economic theory and farm management science, What makes a successful farm manager? Relationship of farm management with other sciences, Farm management problems under Indian conditions
2. Economic Principles applied to Farm management: Principle of Variable proportion, Cost principle, principle of factor substitution, law of equi-marginal returns, Opportunity cost principle, principle of combining enterprises, Principle of comparative advantage, Time Comparison principle, Limitations of principles of farm management.
3. Farm Planning, Budgeting and Programming: Farm planning, Farm budgeting, Steps of Complete budgeting, Programming Techniques.
4. Systems of Farm Organization: Different systems of farming, Peasant farming, Corporate farming, State farming, Co-operative farming, Collective farming, Criteria for choice in India, Suitability of alternative systems.
5. Farm Size and Practices: Measurement of size of farm, Pattern of farm holdings in India, Factors determining economic holdings, Farm size practices – Large scale and small scale farming, Specialized and diversified farming, Mixed farming, Extensive and intensive farming.

References:

1. *Dhondyal, S.P. (2007) Farm Management: An Economic Analysis*
2. *Broadway and Broadway (2009), Agri-Business Management.*
3. *Johl and Kapur (2005) Farm Business Management*

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ABM 306: MANAGEMENT OF FLORICULTURE AND HORTICULTURE

1. Meaning of Floriculture, Floriculture business in India and Abroad.
2. Production of Flowers, Marketing of flowers.
3. Management of floriculture and landscaping, Preparing Floriculture Business Project.
4. Horticulture: Concept, Fruit production and post harvest management.
5. Vegetable Production, Management of Biotech industries, Establishing a Horticulture Project.

References:

1. *J.D. Drilon Jr., Introduction to Agribusiness Management*
2. *John N. David and Ray, Concept of Agribusiness Management*
3. *Kenneth D. Dull, Principles of Management in Agri-Business, Western Publication*

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MGT 307: SUMMER TRAINING REPORT/PRESENTATION

The students shall be required to undergo practical training/Project work for a period of 6 to 8 weeks in any organization connected with Industry/ Trade/ Commerce/ Business approved by the department of the University. The student will submit a training report, which shall be evaluated by experts.

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ABM 308: CASE TEST

8-10 Case studies are to be discussed on general management. The selection of the cases would be done by the concerned faculty members.

The examination would be of two-hour duration. One Case-Study would be provided to the students which may or may not be from the list of the cases already discussed in the class. The students would be required to answer the questions asked on the basis of supplied case. The test would be for 50 marks.