

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 - IV
MBA (Agri- Business)

Syllabus_MBA (Agri-Business) – III Semester (Batch 2015-16 onwards)

ABM 401: AGRICULTURAL EXPORT MANAGEMENT

1. Definition and Nature of Export Management, Scope of Export Management in Agri business.
2. Steps in Export of Agri business products, Selection of Market and Channels of Export.
3. Issues related to the Export of Agribusiness products, Legal requirements for Export of Agribusiness products.
4. Financing of Agribusiness exports, Role of Govt. in promotion of Exports.
5. Export documentation and procedure, External Agencies for promotions of Export.

References:

1. *R.L. Varshneya, International Marketing*
2. *Agribusiness Marketing.*
3. *Kapoor, Export management*

ABM 402: ENVIRONMENTAL MANAGEMENT

1. Natural Resources and its impact on the economy of the country. Environmental Economics: meaning, concepts & theories.
2. Availability of natural resources in India: A comparative study of availability of different natural resources in the various states in India, The opportunities to establish new projects.
3. Rural Ecology, Irrigation, Water Supply and Habitation; Land utilization and cropping patterns; Plant protection and Subsidies: Environmental Issues.
4. Forest Resources and Social Forestry; Special Area Development programmes; wasteland development.
5. Management of Wasteland; Economics of Wasteland Reclamation; Environmental Issues and Management in Agriculture Production.

References:

1. *Anil Kumar, R.N.Pandey, Wasteland Management in India, Ashish Publishing,1989(N.Delhi)*
2. *Hanumant Rao C., Agricultural Production: Functions Costs and Returns in India, Asia,1965(Delhi)*
3. *Khusro A.M ,The Economics of Land Reforms and Farm Size in India, IEG,Delhi*
4. *Dutta and Sundaram, Indian Economy.Himalaya,1999(N.Delhi)*

ABM 403: FORESTRY AND FISHERIES MANAGEMENT

1. Forestry: Meaning and its management, Issues of concern for effective management of forests.
2. Food business management, Management of fish seeds and fishery products.
3. Pollutry & Hatchery Management; Production, Marketing & Financial management of fisheries projects.
4. Management of Industries related to fishery products.
5. Management of Bee keeping, Piggery, Seri-culture projects, Case Studies.

References:

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

Syllabus_MBA (Agri-Business) – III Semester (Batch 2015-16 onwards)

ABM 404: MANAGEMENT OF DAIRIES & COOPERATIVES

1. Issues in establishment and management of dairy projects, Important dairy projects in India.
2. Nature of cooperative principles, management principles and their applications to cooperative organizations, structure and functions of various types of cooperatives.
3. Managerial problems of cooperatives, consumer stores, role of Govt., financing of cooperatives, staffing and training, efficiency criteria.
4. Public accountability, price, output and profit and policies of cooperatives; Special problem of cooperatives in agricultural and industrial sectors.
5. Management practices of successful cooperatives in India: selected case studies.

References:

1. *J.D. Drilon Jr., Introduction to Agribusiness Management.*
2. *John N. Devid and Ray, Concept of Agri-Business Management.*

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

MGT 405: PROJECT WORK

The students are required to do some project work on the topic decided with consultation of the subject experts in the department. The project should be innovative problem solving, research oriented which give ultimate benefit to the industry and society. The student will submit a project report, which shall be evaluated by experts.

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

MGT 406: PAPER PRESENTATION & VIVA-VOCE

Students will be required to make the presentation of the project work to the experts and there will be a viva-voce on the theme based on the project work.

Syllabus_ MBA (Agri-Business– IV Semester (Batch 2015-16 onwards))

ABM 407: 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 external 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.