

*Department of Business Management*  
VBS Purvanchal University, Jaunpur – 222003 (U.P.)  
**Syllabus\_MBA(Agri-Business) (Batch 2019-20 onwards)**

**Department of Business Management**  
**VBS Purvanchal University, Jaunpur**

**SYLLABUS**  
**Batch 2019-20 Admission Onwards**

**Semester - I**  
**MBA(Agri-Business)**

**MCC 101: MANAGEMENT THEORY AND PRACTICES**

1. 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.
2. 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).
3. 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.
4. Human factors in managing; behavioral models, motivation, concept, theories and approaches, approaches and theories for leadership analysis.
5. The basis control process, feedback and feed forward control, requirements for effective control, Budget and non-budgetary control techniques, emerging issues in management; culture ad multi-culturalism, competitiveness, teamwork.

**Reference:**

1. Harold Koontz and Heinz Weiriele, 'Essentials of Management', TMH 1990
2. Stoner Jones AF, Freeman R Edward and Gilbest Jr David R, 'Management', PHI 1996
3. Kreitner Robert, 'Management', AITBS, New Delhi 1990
4. Criffin Rickey, 'Management', AITBS, New Delhi 1990
5. Ivancevich John M, Develly Jr. James H. and Gibson James, 'Management Principles and Functions', Richard Irwin Inc and AITBS, 1998
6. Leslie W Pera and Lloyd El Bayers, Management: Skills and Applications' Irwin 1995
7. L.M. Prasad, 'Principles and Practices of Management', 2000

**MCC 102: BUSINESS ENVIRONMENT AND INDIAN ETHOS**

1. 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.
2. 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.
3. Economic environment: Concept, Nature and Components, Monetary and fiscal policy, Salient feature of new industry policy, public sector undertaking and privatization, Liberalisation and India, WTO/ GAT and its impact on Indian Business.
4. 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.
5. 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.

**Reference:**

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

### **MCC 103: MANAGERIAL ECONOMICS**

1. 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.
2. 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 Wastivity & Productivity.
3. 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,
4. 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.
5. 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, effect of change in demand and supply of equilibrium price, elements of time in price, element of time in price determination, Monopolistic Competition, Duopoly and Oligopoly: Meaning and main features, price determination of a firm, (monopolistic competition), Excess capacity and monopolistic competition and non-price competition, product differentiation and pricing diversity.

**Reference:**

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

**MCC 104: MANAGERIAL ACCOUNTING**

1. 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, Rectification of Errors.
2. Corporate Accounting-Shares & Debentures.
3. Financial Statement Analysis-Ratio, Fund Flow Statement and Cash Flow Statement, Price Level Change and Accounting.
4. 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.
5. 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.

**Reference:**

1. Anthony RN and Reece JS. Accounting Principles 6<sup>th</sup> 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

**MCC 105: RESEARCH METHODOLOGY AND STATISTICS**

1. 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.
2. 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.
3. Collection of data, Primary and Secondary data, Method of collecting Primary data, Sources of secondary data, Sampling and sampling technique.
4. 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.
5. 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.

**Reference:**

1. Introduction to Statistics by Ramendu Roy, Prayag Pustak Bhawan, Allahabad.
2. Research Methodology by CB Kothari.
3. Survey Methods by Fowler and Floyd, Sage Publications.

**MCC 106: MANAGERIAL SKILL DEVELOPMENT**

1. Communication: Definition & Process, Barriers and Gateways in Communication, Type of Communication Flow, Communication Networks, Business Communication and Its Importance.
2. Verbal Communication: Oration, Public Speaking & Dyadic Communication Employer-Employee, Employee-Employee and Employee-Employer Situations, Presentation: Presentation and Delivery, Preparing for Meeting & Interviews. Telephonic Communication and Negotiation.
3. Written Communication: Job Applications, Resumes. Interdepartmental Communication, Business Letter Writing, Memos & Orders, Communicating Through E-Mail, Do's & Dont's of Business Writing.
4. Business Report Writing: Steps and Process.
5. Case Study and Exercises for Developing Communication and Decision-Making Skills.

**Reference:**

1. Bowman Joel P & Bernadine P Business Communication: From Process to Product.
2. Hach, Righard, Communication in Business.
3. Treece, Mairah, Successful Business Communications
4. Sinha, KK, Business Communication

### **MCC 107: COMPUTER APPLICATIONS IN MANAGEMENT**

1. Fundamental and computer Application: Computer application, Hardware, Software, Languages of computer, Operating system.
2. MS-Word: File, Edit, Format, Drawing, Tools, Tables, Practicing on Cut-Copy Paste, merger, Letter Writing, Page Setup.
3. MS-Excel/Basics: Creating Worksheet, Entering and Editing Text, Numbers and formulas cells lookup tables, auto fill. Rearranging work sheets: Moving, copying, sorting, inserting deleting cells, deleting & parts of work shared, reaction at formulas to worksheet design changes. Excel formatting: Excel page setup. Auto format, manual format using styles; format painter. Changing font sizes and attributes. Wrapping text, using border buttons and command. Working with graphics: Creating and placing graphic objects, resizing positioning graphic
4. Power Point basics terminology colour scheme: Power Point templates, getting started. Creating presentation: Auto content wizard, inserting, deleting slides. Working with text: Editing and moving text, spell checking, finding and replacing text; formatting text-aligning text. Show Time: Arranging previewing and rehearsing slides, transition and Build effects, Deleting slides printing presentation elements creating overhead transparencies; sharing presentation tiles with other.
5. MS-ACCESS (Data Base Managing System): Preparation of database corresponding to management practices such as level information farm-level in information. Agro-climatic zone information, etc. Creating database and tables: Creating database with and without wizards, access tables wizard, field names, data types and properties, adding deleting, renaming and moving fields, resizing fields, primary key fields, indexing fields. Forms: The form wizard, saving modifying forms, designing forms. Entering and Editing data: Typing, adding records, undo, correcting entries, global replacements moving records. Finding Sorting and Displaying Data: Queries and Dynasts, creating and using select queries, multiple search reformatting dynasts, multilevel sorting, showing all records after a query Cross tab queries. Printing Reports, Forms Letters and labels: Simple table, form and database printing. Manual reporting and modifying properties in reports, saving printing, mailing labels, changing label design.

**Practicals:**

- A. Make new files and use of cut, copy, paste, merger.
- B. Creating and formatting tables using work excel.
- C. Creating and managing data files of agriculture management system.
- D. Use of Internet for World Wide Web browsing.
- E. Sending and receiving e-mails through e-mail POP 3 account.
- F. Creating worksheet and different types of graphs using excel.
- G. Creating slides and presentation using PowerPoint.
- H. Study of small and submission of report of the system in terms of suitable system.

**References:**

1. P. K. Sinha & P. Sinha, 'Computer Fundamentals', BPB Publication
2. Ed Bott & Woody Leonbard, 'MS-Office 2000', Prentice Hall India
3. Nelson, 'MS-Office 2000', Tata Mc-Graw Hill



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**Batch 2019-20 Admission Onwards**

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

**MCC 201: ORGANISATIONAL BEHAVIOUR AND CHANGE**

1. **Organization:** Concepts and types; Organization behaviour; meaning, nature, determinants and models. Role of O.B in management of modern organization
2. **Perception:** Process and factors influencing perception, perceptual errors, values systems spruces and attitude formation.
3. **Personality:** Types & theories; Motivation: process and theories; Learning: process and theories.
4. **Group Dynamics:** Meaning, What is small group? Formal structural framework of group cohesiveness conflict management & resolution techniques.
5. **Management of change and OD:** Meaning & intervention.

**References:**

1. Luthans F, *Organisation behavior*, 7<sup>th</sup> edition, new York Mc graw Hill 1995
2. Robbins S.P, *Organisational behaviour*, 7<sup>th</sup> edition New Delhi. Prentice Hall of India 1996
3. Anderson A H and Barker D *Effective Wenterprise and Change Manegement*, Blackwell Publisher Ltd 1996
4. Frenchh W E and Bell C H *Organisation Development*, New delhi Prentice –Hall of India 1995

### **MCC 202: BUSINESS LEGISLATION**

1. **The Indian Contract Act, 1872:** Essential of A Valid Contract Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts.
  
2. **The Companies Act, 1956:** 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.
  
3. **The Sale of Good Act, 1930:** Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller. Performance of the Contract of Sale.
  
4. **The Negotiable Instruments Act, 1881:** Nature and Types, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of Negotiable Instrument. Arbitration.
  
5. **Indian Partnership Act, 1930:** Nature an Formation of Partnership, Registration of Firm, Rights and Duties of The Firm, Dissolution of the Firm.

***References:***

1. Avatar Singh, *Company Law, 11<sup>th</sup> Edition, Easter, Lucknow, 1996.*
2. Khergamwalla, JS, *The Negotiable Instrument Act, NM Tripathi, Bombay, 1980.*
3. Ramaya A, *Aguide to Companies Act. Wadhwa, Nagpur, 1992*
4. Tuteja SK, *Business Law For Managers, Sultan Chand New Delhi, 1998*

### **MCC 203: MARKETING MANAGEMENT**

1. Marketing: Definition, nature and scope, corporate orientation towards place, core marketing concepts, the marketing environment, customer satisfaction, value and retention.
2. Introduction to marketing research and marketing information system, understanding consumer and industrial buying behavior, market segmentation, targeting and positioning.
3. Product decisions, product mix, new product development and product life cycle, branding and packaging decisions.
4. Pricing methods and strategies, promotion decisions, promotion mix, channel management decisions, selection, types, retailing, whole-selling and market logistics.
5. Organising and implementing marketing in the organization, evaluation and control of marketing efforts.

***References:***

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.

**MCC 204: HUMAN RESOURCE MANAGEMENT**

1. Introduction to HRM and its nature, Concepts and perspectives on HRM, HRM in changing Environment, Corporate objectives and HR Planning, Career and Succession planning.
2. Job analysis and role description, methods of manpower search, attracting and selecting human resources, steps in selection process, methods of selection.
3. Induction and socialization of manpower, Manpower training and development, Need, Techniques and Evaluation of training programme.
4. Performance Appraisal and Potential Evaluation: Quantitative and Qualitative appraisal, Role of Appraisal in HRM, Employee welfare and compensation.
5. Industrial Relations & Trade Unions, dispute Resolution and Grievance Management, Employee Empowerment.

***References:***

1. *HR Management by CB Mamoria*
2. *HR and Personnel Management by K Aswathappa*
3. *Personel Management by Adam Flippo*
4. *Personel Management by Monappa and Saiyadain*

**MCC 205: PRODUCTION AND OPERATIONS MANAGEMENT**

1. Production and operations management: Meaning, Nature, Scope, Importance and Functions, Evolution from production to operations management, Productivity-Measurement and variables, OM system model
2. Types of production systems: Intermittent production-project, jobbing, batch production. and Continuous production- mass, process , characteristics of each method
3. 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)
4. Layout decisions: meaning, objectives, importance, factors influencing layout decisions, types of layout
5. Inventory management, importance, functions, types of inventory, ABC analysis, EOQ, Quality management, TQM, JIT, ISO certifications

***References:***

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

### **MCC 206: FINANCIAL MANAGEMENT**

1. **Financial Management:** Meaning, nature, scope, and objectives; Time value of money; Valuation of long-term securities; Risk and return.
2. **Investment Decision:** Cost of capital; Capital budgeting and its methods.
3. **Financing Decision:** Sources of finance; Leverage; Capital structure–theories, factors determining the capital structure.
4. **Dividend Decision:** Factors affecting dividend decision; Dividend valuation models.
5. **Working Capital Management:** Concepts of working capital; Determinants of working capital; Meaning, and major issues in working capital management and financing of working capital.

***References:***

1. *Financial management and Policy* by James C Van Hone, PHI New Delhi .
2. *Financial management* by IM pandey
3. *Financial management* by Hingorani.
4. *Financial management* by Khan and Jain.

### **MCC 207: MANAGEMENT INFORMATION SYSTEM**

1. **Management Information System (MIS):** Definition system concepts, need, purpose, objectives, components of an information system, Information system resources, Information system activities, Ethical and social impact of information system.
2. **Developing an I.S:** Feasibility studies, system analysis, system design, prototyping, implementing a new information, maintenance of a new information system
3. **Applications of Information System:** Production information system., Marketing information system, HR information system & Finance information system.
4. **Data Base Management Systems** –Introduction to database, Importance, Objectives, Data Warehousing  
and Data Mining, Information Security
5. **DSS group decision support system, executive support system:** Definition & characteristics, Artificial intelligence (AI), Expert systems, Neural Networks.

***References:***

1. *James o Brien, Management information system, PHI N Delhi*
2. *Laudon and Laundon, Management Information system, PHI, N Delhi*
3. *Rajaraman,V Analysis and design of information system, N Delhi PHI 1991*
4. *Gary Cornell, Visual Basic Tata Mcgraw Hill N Delhi.*



**MCC 208: 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.

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**SYLLABUS**  
**Batch 2019-20 Admission Onwards**

**Semester - III**  
**MBA(Agri-Business)**

**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.*

### **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.*

**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, 10<sup>th</sup> 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*

**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*

**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*

**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.

**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.

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**Semester - IV**  
**MBA(Agri-Business)**

**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*

**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.*

**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.



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**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.

**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.

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