



Faculty of Agriculture
SKDU, Hanumangarh (Raj.)
MBA (Agribusiness Management)

SEMESTER WISE COURSE SCHEDULING

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First Semester

SKDU code	Course No.	Name of Course	Credit
01MABM101	ABM-501	Principles of Management and Organization Behaviour	3+0
01MABM102	ABM-502	Agribusiness Environment and Policy	2+0
01MABM103	ABM-503	Managerial Economics	3+0
01MABM104	ABM-504	Managerial Accounting and Control	1+1
01MABM105	ABM-505	Communication for Management and Business	1+1
01MABM106	ABM-507	Marketing Management	3+0
01MABM107	ABM-513	Computers for Managers	1+1
01MABM108	ABM-515	Operations Research	2+0
		TOTAL	16+3

Second Semester

SKDU code	Course No.	Name of Course	Credit
02MABM101	ABM-506	Business Law and Ethics	2+0
02MABM102	ABM-508	Human Resource Management	2+0
02MABM103	ABM-509	Financial Management	2+0
02MABM104	ABM-510	Production and Operations Management	2+0
02MABM105	ABM-511	Research Methodology in Business Management	2+1
02MABM106	ABM-512	Project Management and Entrepreneurship Development	2+0
02MABM107	ABM-514	Management Information Systems	2+0
02MABM108	ABM-536	Quality Management in Agribusiness	2+0
02MABM109	ABM-591	Master's Seminar	1
02MABM110	ABM-595	Industrial Attachment**	S/US
		TOTAL	17+1

Note: Non credit compulsory course. PGS 501,503,505 and 506 to be completed in the first year of programme.

**To be completed in companies after completion of first year (4 weeks).

Third Semester

SKDU code	Course No.	Name of Course	Credit
03MABM101	ABM-516	Rural Marketing	2+0
03MABM102	ABM-517	Agricultural Marketing Management	2+0
03MABM103	ABM-529	Food Retail Management	2+0
03MABM104	ABM-538	Sales and Distribution Management	2+0
03MABM105	ABM-524	Fruit Production and Post Harvest Management	2+0
03MABM106	ABM-551	Vegetable Production and Post Harvest Management	2+0
03MABM107	ABM-552	Organic Food Production Technology and Management	2+0
03MABM108	ABM-518	Food Technology and Processing Management	2+0
		TOTAL	16

Fourth Semester

SKDU code	Course No.	Name of Course	Credit
04MABM101	ABM-599	Management Traineeship Project	10
		TOTAL	10 credits

Pre requisite Courses:

Students who have completed their graduation in subjects other than Agriculture and allied sciences are required to compulsorily study Any TWO Pre requisite courses mentioned below in the first year of study.

Course number	Title of the course	Credit
FRT 1.1	Fundamentals of Horticulture	2+1
AGRON 1.1	Introductory Agriculture and Principles of Agronomy	2+1

FIRST YEAR SEMESTER-I

ABM-501 Principles of Management and Organization Behaviour (3+0)

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.

Suggested Readings

- Fred Luthans 1998. *Organizational Behavior*. Tata McGrawHill.
- Harold Koontz & Keing Weighhrich. *Essentials of Management*. McGrawHill.
- 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-502

Agribusiness Environment and Policy

(2+0)

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, agro processing, 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.

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-503

Managerial Economics

(3+0)

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

UNIT-V

Market structure -Concepts of competition and Monopoly, Pricing Strategies and Tactics; Long term planning decisions Risk and Decision making, Capital Budgeting,Case studies.

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*. McGrawHill.
- Dwivedi DN. 2002. *Managerial Economics*. VikashPubl.
- Gupta GS. 1997. *Managerial Economics*. Tata McGrawHill.
- Koutsoyiannis A. 1989. *Modern Micro Economics*. Mac Millan Press.

ABM-504

Managerial Accounting and Control

(1+1)

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 CompanyAccounts.

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- Its 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.

Suggested Readings

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

ABM-505

Communication for Management and Business

(1+1)

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, News letters, 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, problemsolving, listening skills, self-talk, self - reflection, steps to personal creativity, public speaking.

Suggested Readings

- Bovee. 2008. Business Communication Today. 7th Ed. PearsonEdu.
- Brown L. 2006. Communication Facts and Ideas in Business. PrenticeHall.
- Lesikar. 2004. Basic Business Communication. McGrawHill.

ABM-507

Marketing Management

(3+0)

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.

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*. TataMcGraw-Hill.
- Saxena R. 2002. *Marketing Management*. Mc GrawHill.
- Stanton WJ, Etzel MJ & Walker BJ. 1996. *Fundamentals of Marketing*. McGraw-Hill.

ABM-513

Computers for Managers

(1+1)

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

Suggested Readings

- Lucas. 2004. *Information Technology for Management*. McGrawHill.
- Norton P. 1998. *Introduction to Computers*. 2nd Ed. Tata McGrawHill.
- Rajaraman V. 2006. *Introduction to Information Technology*. Prentice Hall of India.

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, 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, Maximin criterion, Minimax 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.

Suggested Readings

- Cook TM & Russell RA. 1989. *Introduction to Management Science*. PrenticeHall.
- Taha HA. 2005. *Operations Research - An Introduction*. PrenticeHall.
- Vohra ND. 2006. *Quantitative Techniques in Management*. McGrawHill.
- Wagner HM. 2005. *Principles of Operation Research*. PrenticeHall

FIRST YEAR Semester -II

ABM-506

Business Law and Ethics

(2+0)

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.

Suggested Readings

- Gulshan SS & Kapoor GK. 2003. Business Law including CompanyLaw. 10th Ed. New AgePubl.
- Kapoor ND. 2005. Business Law. S. Chand &Sons.
- Tulsain PC. 2006 Business Law. Tata McGrawHill.
- Tuteja SK. 2005. Business Law for Managers. S. Chand &Sons.

ABM-508

Human Resource Management

(2+0)

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.

Suggested Readings

- Ashwathapa K. 1997. *Human Resource Management*. TataMcGraw.
- Flippo 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.

ABM-509

Financial Management

(2+0)

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.

Suggested Readings

- Chandra P. 2000. *Financial Management*. Tata McGrawHill.
- Khan MY & Jain PK. 2004. *Financial Management: Text, Problems and Cases*. Tata McGrawHill.
- Pandey IM. 1997. *Financial Management*. Vikas Publ. Ramachandran N & Kakani RK. 2005. *Financial Accounting for Management*. Tata McGrawHill.
- Van Horne JC. 1997. *Financial Management and Policy*. PrenticeHall.

ABM-510

Production and Operations Management

(2+0)

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 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.

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

Research Methodology in Business Management

(2+0)

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.

Suggested Readings

- Cooper DR & Schindler PS. 2006. *Marketing Research Concepts and Cases*. Tata McGrawHill.
- 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-512

Project Management and Entrepreneurship Development

(2+0)

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, Payback 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.

Suggested Readings

- Chandra P. 2005. Project Management. Tata McGrawHill.
- Gopal Krishan P &Nagarajan K. 2005. Project Management. NewAge.
- Hisrich RD & Peters MP. 2002. Entrepreneurship. Tata McGrawHill.
- Kaplan JM. 2003. Patterns of Entrepreneurship. John Wiley &Sons.
- Nandan H. 2007. Fundamentals of Entrepreneurship Management. PrenticeHall.
- Ramamoorthy VE. 2005. Textbook of Project Management.MacMillan.

ABM-514

Management Information Systems

(2+0)

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, prerequisites, advantages and challenges; Information Needs of organization, IS 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 ExpertSystem.

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 prerequisites, Choice of Information Technology, Social and Legal Dimension of IT.

Suggested Readings

- James O'Brien 1999. *Management Information System*. Tata McGraw Hill.Lauden&Lauden.2003.
- Management Information System. PearsonEdu.

ABM-536

Quality Management in Agribusiness

(2+0)

Basic concepts of quality management, importance of quality and the role of quality assurance in agribusiness. TQM and business strategy. Quality control process and its relevance. Quality grades and standards; overview and relevance, benefits to consumers, producers and food processors, food grades and standards for various food commodities; cereals, fruits and vegetables, meats, poultry products. Statistics relevant to quality control, quality control charts used in the food industry, process control to assure food quality, food processing, food quality standards and world food trade. HACCP, ISO9000, auditing and certification.

<i>ABM-591</i>	<i>Master's Seminar</i>	<i>CREDIT 1+0</i>
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<i>ABM-595</i>	<i>Industrial Attachment*</i>	<i>S/US</i>
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SECOND YEAR Semester-III

ABM-516

Rural Marketing

(2+0)

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.

Suggested Readings

- Krishnamacharyulu C & Ramakrishan L. 2002. *Rural Marketing*. PearsonEdu.
- Ramaswamy VS & Nanakumari S. 2006. *Marketing Management*. 3rd Ed. MacMillanPubl.
- Singh AK & Pandey S. 2005. *Rural Marketing*. NewAge.
- Singh Sukhpal. 2004. *Rural Marketing*. Vikas Publ.House.

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.

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

Objective

The objective of this course is to assist students in understanding the structure and working of food marketing system in India, to examine how the system affects farmers, consumers and middlemen and to illustrate the response of this dynamic marketing system to technological, socio-cultural, political and economic forces over time.

Contents**UNIT-I**

Introduction to International Food market, India's Competitive Position in World Food Trade, Foreign Investment in Global Food Industry, Retail management and Food Retailing, The Nature of Change in Retailing, Organized Retailing in India, E-tailing and Understanding food preference of Indian Consumer, Food consumption and Expenditure pattern, Demographic and Psychographic factors affecting Food Pattern of Indian Consumer.

UNIT-II

Value Chain in Food Retailing, Principal trends in food wholesaling and retailing, food wholesaling, food retailing, the changing nature of food stores, various retailing formats, competition and pricing in food retailing, market implications of new retail developments, value chain and value additions across the chain in food retail, food service marketing.

UNIT-III

4 P's in Food Retail Management, Brand Management in Retailing, Merchandise pricing, Pricing Strategies used in conventional and nonconventional food retailing, Public distribution system, Promotion mix for food retailing, Management of sales promotion and Publicity, Advertisement Strategies for foodretailers.

UNIT -IV

Managing Retail Operations, Managing Retailers' Finances, Merchandise buying and handling, Merchandise Pricing, Logistics, procurement of Food products and Handling Transportation of Food Products.

UNIT -V

Retail Sales Management Types of Retail Selling, Salesperson selection, Salesperson training, Evaluation and Monitoring, Customer Relationship Management, Managing Human Resources in retailing, Legal and Ethical issues in Retailing.

Suggested Readings

- Berman & Evans. 2008. *Retail Management: A Strategic Approach*. 10th Ed. Prentice Hall of India.
- Cox. 2006. *Retailing: An Introduction*. 5th Ed. PearsonEdu.
- Levy M & Weitz BW. 2004. *Retailing Management*. 5th Ed. McGrawHill.

Contents**UNIT 1: Introduction**

Meaning and objectives of sales management, responsibilities of sales manager; role of sales manager as leader of sale force, sales management and marketing management relationship

Organization of the Sales Department:

Objectives; determination of functions; types of sales organizational structures; sales department's relations with other departments

UNIT 2 : Salesmanship

Meaning, scope, importance and limitations; prospecting; process of selling; focus on customer satisfaction and building seller customer relationship

UNIT 3 : Sales Force Management

Quantitative and qualitative planning of sales force; recruitment and selection; training, motivation, compensation; appraisal of performance and promotion; direction and control of salesforce

UNIT 4: Sales Territories and Quotas

Establishing territories; assigning territories; reasons for selling and using quotas; types of quotas and quota selling procedures; administering the quota system

Sales Promotion Techniques:

Consumer oriented techniques; salesman oriented techniques; dealer oriented techniques, government department oriented techniques

UNIT 5:

Direct marketing definition scope and importance of direct marketing, direct marketing mode, tale marketing, catalogue marketing, network marketing, data base marketing, changing face of direct marketing.

Industrial Selling

Nature and characteristic of industrial goods; procedures in buying industrial goods; role of service in industrial selling.

Sales Policies and Procedures Terms and conditions of sale; handling complaints.

- Case studies on above mentioned topics

ABM-524 Fruit Production and Post-Harvest Management (2+0)

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

ABM-551 Vegetable Production and Post Harvest Management (2+0)

Vegetable production technology; Bio-technological approaches in vegetable improvement; Water management in vegetable crops; Protected cultivation in Vegetable production management, Vegetable production for export purpose, potential and constraints. Private sector initiative in vegetable production management Micro irrigation in vegetable production. Vegetable production based industries. Hi-tech horticulture- precision farming, greenhouse and polyhouse production strategies for commercial vegetable production and making a mark in international market. Post harvest management of vegetable- storage, processing, packaging and marketing of vegetable based products.

ABM-552 Organic Food Production Technology and Management (2+0)

Impact of hi-tech agriculture on crop production and environment. Alternate agriculture, sustainable agriculture and sustainable livelihood. Organic farming-concept, definition, principles and components. Status of organic farming in India and in other countries. Organic certification system. National programme

on organic production in India. Organic livestock and crops. Organic horticulture. Conversion to organic production. Organic farming project development. Marketing of organic produce. Agri entrepreneurship in organic agriculture. Economics, environmental feasibility and sustainability of organic production system. Bio village concept. Organic food industry and trade of organic products.

ABM-518

Food Technology and Processing Management

(2+0)

Objective

The objective of this course is to acquaint the students with different food processing techniques and their management.

Contents

UNIT-I

Present status of food industry in India; Organization in food industry; Introduction to operations of food industry; Deteriorative factors and hazards during processing, storage, handling and distribution.

UNIT-II

Basic principles of food processing and food preservation by manipulation of parameters and factors and application of energy, radiations, chemicals and biotechnological agents; Packaging of foods.

UNIT-III

Analysis of costs in food organization; Risk management; Laws and regulations related to food industry and food production and marketing; Quality management – quality standards, PFA, ISO, etc.

UNIT-IV

Case studies on project formulation in various types of food industries –milk and dairy products, cereal milling, oil-seed and pulse milling, sugarcane milling, honey production, baking, confectionery, oil and fat processing, fruits and vegetable storage and handling, processing of fruits and vegetables, egg, poultry, fish and meat handling and processing, etc.

Suggested Readings

- Acharya SS & Aggarwal NL. 2004. *Agricultural Marketing in India*. Oxford & IBH.
- Early R. 1995. *Guide to Quality Management Systems for Food Industries*. Blackie.
- Jelen P. 1985. *Introduction to Food Processing*. Reston Publishing.
- Potly VH & Mulky MJ. 1993. *Food Processing*. Oxford & IBH.

SECOND YEAR Semester-IV

ABM-599

Management Traineeship Project

(10)

The traineeship is designed to provide the students with an opportunity to work closely with experienced managers in an organizational setting. Every student will select a research project in his / her field of specialization in consultation with the advisor / head of the department and will submit a written project report. The report will be evaluated jointly by the external and internal examiners who will also conduct viva-voce based on the project report.