

M.B.A. Ist semester Course Structure-Faculty of Management

Sl. No.	Paper Code	Paper Title	Credits	L: Lecture : Tutorial P: Practical			Marks Distribution			Total Marks(CCE+UE)	
				L	T	P	CCE	CCE	UE		UE
1.	MMANAMG-101	Managing Organization	3	3	0	0	30	15	70	35	100
2.	MMANAMG-102	Managerial Economics	3	3	0	0	30	15	70	35	100
3.	MBUSIMG-103	Business Accounting	3	3	0	0	30	15	70	35	100
4.	MBUSIMG-104	Business Environment- I	3	3	0	0	30	15	70	35	100
5.	MBUSIMG-105	Business Statistics	3	3	0	0	30	15	70	35	100
6.	MMARKMG-106	Marketing Management	3	3	0	0	30	15	70	35	100
7.	MCOMMMG-107	Communication for Management	3	3	0	0	30	15	70	35	100
8.	MFUNDCA-108	Fundamentals of Computer and Information System	3	2	0	1	30	15	70	35	100
9.	MLIVEMA-109	Livestock Production Management (General Principles and Ruminants)	3	2	0	1	30	15	70	35	100
10.	MAGRIMA-110	Agribusiness Environment and Policy	3	2	0	1	30	15	70	35	100
		Total	30								1000

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11/08/2023

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L- Lectures

T- Tutorials

P- Practical

CCE- Continuous Comprehensive Evaluation (Test)

UE- University Exams

212
13-09-2023



SEMESTER I PAPER I

MMANAMG101

MANAGING ORGANIZATION

Max. Hours: 40

Course Objective: To familiarize the students with the basic concepts and principles of management. The students should clearly understand the definitions of different areas of management. This course will facilitate students to understand and describe specific theories related to perception, motivation, leadership, job design, and organizational change. Also this will help the student to demonstrate effective teamwork behavior by learning the concept of group dynamics and conflict management. The course will help them evaluate methods of motivating and rewarding individuals & group and integrate individual, group, and organizational level concepts.

UNIT I (9 sessions)

Evolution of Management Thought: Scientific Management, Classical Organization Theory School, Management Science School, Behavioral School, Systems Approach and Contingency Approach. Concept of Management: Definition, Need, Concept and Nature of Management, Skills & Management Levels, Managing in Present Competitive Environment.

UNIT II (8 sessions)

Process of Management: Planning; Organizing- departmentalization, Line and Staff relationship; Directing; Coordinating & Controlling; Decision Making; Authority and Responsibility.

UNIT III (8 sessions)

Elements of Human Behavior at Work: Definition, Concept, Need, Importance and Foundations of Organizational Behavior, Personality, Perceptual Processes, Management and Behavioral applications of Personality, and Perception.

UNIT IV (6 sessions)

Psychological Variables and Communication Technology: Learning; Values and Attitudes; Motivation; Management and Behavioral Applications of Attitude and Motivation on Performance.

UNIT V (9 Sessions)

Leadership :Style and Functions of Leader, Transformational -Transactional, Charismatic-Visionary Leadership, Likert's Four Systems of Leadership and Managerial Grid.

Organizational Conflict: Concept, classification, process and conflict resolution strategies;
Organizational Culture: Concept, Process and Implications of Organizational Culture; Organizational Change: Concept, Nature, Kurt Lewin Theory of Change, Implementing Change, and Managing Resistance to Change.

SUGGESTED READING:

VSPRAO-Managing Organization (EXCEL 1 EDITION)

Chaturvedi & Saxena -Managing Organization (Himalaya Publication)

Stoner, Freeman & Gilbert Jr - Management (Prentice Hall of India, 6th Edition)

Robbins-Organization Behavior -15 e Prentice hall

Koontz Harold &Weihrich Heinz – Essentials of management (Tata McGraw Hill, 5th Edition 2008)

Newstrom John W. - Organizational Behaviour: Human Behaviour at Work (Tata McGraw Hill, 12th Edition)

Luthans Fred – Organizational Behaviour (Tata McGrawHill,10th edition)

Mc Shane L. Steven, Glinow Mary Ann Von & Sharma Radha R. – Organizational Behaviour (Tata McGraw Hill, 4th Edition)

SEMESTER I PAPER II
MMANAMG102
MANAGERIAL ECONOMICS

Max. Hours: 40

COURSE OBJECTIVE

The basic objective of this course is to make the students aware of the various economic issues that they are expected to face as managers at the corporate level and to equip them with the tools and techniques of economic analysis for improving their decision-making skills.

UNIT-I (6 Sessions)

Introduction to Economics; Nature and Scope of Management Economics, Significance in decision-making and fundamental concepts. Objectives of a firm. Gap between theory and practice and role of managerial economist.

UNIT-II (8 Sessions)

Demand Analysis; Law of Demand, Exceptions to the law of Demand, Determinants of Demand. Elasticity of Demand- Price, Income, Cross and Advertising Elasticity; Uses of Elasticity of Demand for managerial decision making, measurement of Elasticity of Demand. Demand forecasting meaning, significance and methods.

UNIT-III (10 Sessions)

Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making. Production concepts & analysis; Production function, single variable-law of variable proportion, two variable-Law of returns to scale. Cost concept and analysis, short-run and long-run cost curves and its managerial use.

UNIT-IV (12 Sessions)

Market Equilibrium and Average Revenue Concept. Market Structure: Perfect Competition, features,

determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price

Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership. Pricing Strategies; Price determination, full cost pricing, product line pricing, price skimming, penetration pricing.

UNIT-V (6 Sessions)

National Income; Concepts and various methods of its measurement, Inflation, types and causes, Business Cycle, Profit concept and major theories of profits; Dynamic Surplus theory, Risk & Uncertainty bearing theory and Innovation theory.

Suggested Readings:

Dwivedi D.N. - Managerial Economics (Vikas Publication, 7th Edition)

Petersen/jain Managerial economics-4e (Prentice hall)

Raj Kumar-Managerial Economics(UDH PUBLISHERS, 2013 edition)

Damodaran Suma – Managerial Economics (Oxford 2006)

Atmanand- Managerial Economics (Excel Books)

Keats- Managerial economics-6e (Prentice hall)

Vanita Agarawal-Managerial Economics-Pearson

M.L. Jhingan&J.K. Stephan - Managerial Economics (Vrinda Publications 2nd Edition)

Singh- Managerial Economics (Wiley Dreamtech)

Hirschey Mark – Economics for Managers (Thomson, India Edition, 2007)

SEMESTER I PAPER III
MBUSIMG103
BUSINESS ACCOUNTING

Max. Hours: 40

COURSE OBJECTIVE:

The main objective of this course is to acquaint the students with fundamental concepts and processes of accounting so that they are able to appreciate the nature of item presented in the annual accounts of an organisation. Further, it aims at familiarizing the student with those significant tools and techniques of financial analysis, which are useful in the interpretation of financial statements. These tools and techniques form an important part of management planning and control systems. Thus, the course does not intend to make the students expert accountant.

Unit I (6 Sessions)

Overview: Accounting concepts, conventions and principles; Accounting Equation, International Accounting principles and standards; Objectives of Accounting, Matching of Indian Accounting Standards with International Accounting Standards.

Unit II (10 Sessions)

Mechanics of Accounting: Double entry system of accounting, journalizing of transactions; ledger posting and trial balance, preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet, Policies related with depreciation, inventory and intangible assets like copyright, trademark, patents and goodwill.

Unit III (8 Sessions)

Analysis of financial statement: Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, service & banking organizations.

Unit IV (8 Sessions)

Funds Flow Statement: Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis;

Unit V (8 Sessions)

Cash Flow Statement: Various cash and non-cash transactions, flow of cash, difference between cash flow and fund flow, preparation of Cash Flow Statement and its analysis.

SUGGESTED READINGS

Maheshwari S.N & Maheshwari S K – A text book of Accounting for Management (Vikas, 10th Edition)

Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)

Narayanswami - Financial Accounting: A Managerial Perspective (PHI, 2nd Edition).

Mukherjee - Financial Accounting for Management (TMH, 1st Edition).

Banerjee - Financial Accounting (Excel Books)

Dhamija - Financial Accounting for managers: (Prentice Hall).

Ramchandran & Kakani - Financial Accounting for Management (TMH, 2nd Edition).

SEMESTER I PAPER IV

MBUSIMG104

BUSINESS ENVIRONMENT- I

Max. Hours: 40

COURSE OBJECTIVE:

The present course aims at familiarizing the participants with various aspects of economic, social, political and cultural environment of India. This will help them in gaining a deeper understanding of the environmental factors influencing Indian business organizations.

UNIT- I (6 Sessions)

Business Environment-Meaning, Importance, Environmental Factors, Recent Political Environment, Recent Economic and Financial Environment, Planning In India-Planning Commission-Liberalisation and Planning, Industrial Policy: New trade policy-1991 onwards, Industrial Licensing in India

UNIT-II (10 Sessions)

Indian Financial System : Monetary And Fiscal Policy, Economic Trends, Price Policy, Stock Exchange Of India, Role of regulatory institutions in Indian financial system – RBI and SEBI , National Income, Role of Industry in Economic Development, Foreign Trade and Balance of Payment, Poverty in India, Unemployment in India, Inflation, Human Development, Rural Development, Problems of Growth

UNIT-III (6 Sessions)

Direct & Indirect Taxes (MODVAT),(CENVAT),Competition Act 2002 & FEMA Acts ,Business Ethics, Corporate Governance, Philosophy and strategy of planning in India.

UNIT-IV (6 Sessions)

Liberalisation, Privatization and Disinvestments, Special Economic Zone (SEZ) and their role and impact in International Business Environment, World Trade Organisation (WTO), Redefining Value Proposition to MSMEs

UNIT-V (12 Sessions)

Social Responsibility of business enterprises, New Economic Policy, Globalization, EXIM policy and role of EXIM bank, FDI policy, Multinational Corporation (MNCs) and Transnational Corporations (TNCs), Global Competitiveness, technology and competitive advantage, technology transfer - importance and types, Appropriate technology and technology adaptation.

Suggested Readings:

Shaikh & Saleem - Business Environment (Pearson, 2nd Edition)

Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House, 8th Edition).

Mittal - Business Environment (Excel Books).

V. Neelamegam – Business Environment (Vrinda Publications , 2nd Edition)

Fernando-Business Environment (Prentice hall)

Mishra S K & Puri V K - Economic Environment of Business (Himalaya Publishing House, 3rd Edition).

Paul Justin - Business Environment Text and Cases (Tata McGraw Hill).

SEMESTER I PAPER V
MBUSIMG105
BUSINESS STATISTICS

Max. Hours : 40

Course Objective

The objective of the course is to make the students familiar with basic statistical techniques and their applications in managerial decision making.

Unit I (8 Sessions)

Role of statistics: Applications of inferential statistics in managerial decision-making; Measures of central tendency: Mean, Median and Mode and their implications; Measures of Dispersion: Range, Mean deviation, Standard deviation, Coefficient of Variation (C.V.), Skewness, Kurtosis.

Unit II (8 Sessions)

Time series analysis: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method - Linear and Non- Linear equations, Applications in business decision-making.

Unit III (10 Sessions)

Index Numbers: - Meaning, Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices: - Fixed base and Chain base methods.

Correlation:-Meaning and types of correlation, Karl Pearson and Spearman rank correlation.

Regression:- Meaning , Regression equations and their application , Partial and Multiple correlation & regression :- An overview.

Unit IV (8 Sessions)

Probability: Concept of probability and its uses in business decision-making; Addition and multiplication theorems; Bayes' Theorem and its applications.

Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions.

Unit V (6 Sessions)

Estimation Theory and Hypothesis Testing: Sampling theory; Formulation of Hypotheses; Application of Z-test, t-test, F-test and Chi-Square test. Techniques of association of Attributes & Testing.

SUGGESTED READINGS

Bhardawaz-Business Statistics (Excel Books)

Gupta C B, Gupta V - An Introduction to Statistical Methods (Vikas1995, 23rd Edition).

Black- Business Statistics (Wiley Dreamtech)

Sharma J K - Business statistics (Pearson education 2nd edition)

Render and Stair Jr - Quantitative Analysis for Management (Prentice-Hall, 7th edition)

Levin Rubin - Statistics for Management (Pearson 2000, New Delhi, 7th Edition).

Beri - Business Statistics (Tata McGrawHill ,2nd Edition).

Chandan J S - Statistics for Business and Economics (Vikas1998.1st Edition).

SEMESTER I PAPER VI

MMARKMG106

MARKETING MANAGEMENT

Max. Hours: 40

Course Objective:

This course intends to provide an experienced-based approach to marketing theory and its practical application. The course is designed to enable the students to learn the basic of marketing. Topics of the syllabus shall be addressed and discussed from an application oriented perspective

Unit I (8 Sessions)

Core Concepts of Marketing

Concept, Meaning, definition, nature, scope and importance of marketing, Goods – Services Continuum, Product, Market, Approaches to Marketing – Product – Production - Sales – Marketing – Societal – Relational. Concept of Marketing Myopia, Holistic Marketing Orientation, Customer Value, Adapting marketing to new liberalised economy - Digitalisation, Customisation, Changing marketing practices

Unit II (12 Sessions)

Market Analysis and Selection:

Nature and Contents of Marketing Plan, Marketing environment, Controllable and Uncontrollable factors effecting marketing decisions, Analyzing latest trends in Political, Economic, Socio-cultural and Technical Environment, Concept of Market Potential & Market Share, Concept, Characteristics of consumer and organizational markets, Buyer Behavior, 5 step Buyer decision process

Meaning and concept of market segmentation, Bases for market segmentation, Types of market segmentation, Effective segmentation criteria, Evaluating & Selecting, Target Markets, Concept of Target Market, Positioning and differentiation strategies, Concept of positioning – Value Proposition & USP, Marketing Information System, Strategic marketing planning and organization.

Unit III (6 Sessions)

Product Decision- Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process.

Unit IV (6 Sessions)

Price Decision- Concept, and Meaning of Price and Pricing, Significance of Pricing Decision, Factors affecting price determination; Pricing Methods and Techniques, Pricing policies and strategies; Discounts and rebates.

Unit V (8 Sessions)

Place Decision- Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions, Marketing channel system - Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Promotion Decision-Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.

Suggested Readings

Philip Kotler-Agrihotri : Principle of marketing 13 e, Pearson Education

RamaswamyV.S. and Namakumari S - Marketing Management: Planning, Implementation and Control (Macmillian, 3rd Edition).

RajanSaxena: Marketing Management, Tata McGraw Hill.

R Kumar&Goel-MarketingManagement(UDH Publishers, edition 2013).

Tapan Panda : Marketing Management, (ExcelBooks)

Stanton William J - Fundamentals of Marketing (TATA McGraw Hill)

EtzelM.J., Walker B.J. and Stanton William J - Marketing concept & Cases special Indian Edition (Tata McGraw Hill, 13th Edition).

SEMESTER I PAPER VII

MCOMMMG107

COMMUNICATION FOR MANAGEMENT

Max. Hours: 40

Course Objective

This course intends to develop good communication skills in students for their future jobs and endeavors in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.

UNIT I (6 Session)

INTRODUCTION: Definition and classification of communication, purpose of communication, process of communication, importance of communication in management, communication structure in organization, barriers & gateway in communication, 7 C's of communication, Impact of cross cultural communication.

UNIT II (8 Session)

EMPLOYMENT COMMUNICATION: Writing CVs & Application Letter, Group discussions, interview, types of interview, candidates preparation, Interviewers preparation; Impact of Technological Advancement on Business Communication; Communication networks, Intranet, Internet, teleconferencing, videoconferencing

ORAL COMMUNICATION: What is oral Communication, principles of successful oral communication, two sides of effective oral communication, effective listening, non-verbal communication, Body language, Paralanguage.

UNIT III (8 Session)

WRITTEN COMMUNICATION: Purpose of writing, pros & cons of written communication, clarity in writing, principles of effective writing, writing technique.

BUSINESS LETTERS AND REPORTS: Introduction to business letters, Types of business letter, Layout of business letter, Reports: definition & purpose, types of business reports, reports writing.

UNIT IV (10 Session)

GROUP COMMUNICATION- Meetings: need, importance & planning of Meetings, drafting of notice, agenda, minutes & resolutions of Meeting, writing memorandum, press release, press conference, Business etiquettes – netiquettes, telephonic & table etiquettes.

PRESENTATION SKILLS :What is a presentation: elements of presentation, designing a presentation, advanced visual support for business presentation, types of visual aid, appearance & posture, practicing delivery of presentation.

UNIT V (8 Session)

CORPORATE COMMUNICATION: Definition, scope, importance & components of corporate communication, professional communicator responsibilities, corporate communication & Public Relation, role of social media in communication.

RECOMMENDED BOOKS:

Lesikar RV & Pettit Jr. JD – Basic Business Communication : Theory & Application (Tata Mc Grow Hill, 10th Edition).

Bisen&Priya – Business Communication (New Age International Publication)

Kalkar,Suryavanshi,Sengupta-Business Communication(Orient Blackswan)

M.K. Sehgal& V. Khetrapal - Business Communication (Excel Books).

P.D. Chaturvedi – Busines Communication (Pearson Education, 3st Edition 2006).

Sharma R.C., Mohan Krishna – Business : Correspondence and Report Writing (Tata McGraw Hill, 3rd Edition).

Rajendra Pal - Business Communication (Sultanchand& Sons Publication).

SEMESTER I PAPER VIII

MFUNDC108

Fundamentals of Computers & Information System

Max. Hours: 40

COURSE OBJECTIVE:

The objective of this course is to acquaint the students with the application of computers in understanding latest trends in information technology. This course will also provide an orientation about the increasing role of management information system in managerial decision making with the help of computers and how information is processed, stored and utilized.

Unit I (10 Sessions)

Hardware: (a) Input devices - keyboard, printing devices, voice speech devices, scanner, MICR, OMR, Bar code reader, digital camera etc. (b) Output devices - Visual Display Unit, printers, plotters etc. (c) Storage Devices – Magnetic storage devices, Optical storage devices, Flash Memory etc.

Software: Introduction; Types of software with examples; Introduction to languages, compiler, interpreter and assembler.

Operating System: Definition, Functions, Types and Classification, Elements of GUI based operating system-Windows-Use of menus, tools and commands of windows operating system.

Unit II (10 Sessions)

Use of MS-Office: Basics of MS-Word, MS-Excel and MS-PowerPoint; MS Access: Overview of MS-Access.

Creating tables, queries, forms and reports in MS-Access. Computer Networks: Overview of Computer Network, Types of computer networks (LAN, WAN and MAN), Network topologies, Internet: Overview of Internet, Architecture & Functioning of Internet, Basic services over Internet like WWW, FTP, Telnet, Gopher etc., IP addresses, ISPs, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail, Web browsing, searching, downloading & uploading from Internet. Applications of Information Technology.

Unit III (8 Sessions)

MIS Introduction: Concept of Data and Information, Information Systems, Classification, Operations Support System (OSS), Management Support System(MSS), Transaction Processing System(TPS), Process Control System(PCS), Enterprise Collaboration System(ECS), Management Information System(MIS), Decision Support System(DSS).

Artificial Intelligence (AI) , Applications Of Artificial Intelligence : Neural Networks, Fuzzy Logical Control System, Virtual Reality , Expert System(ES), Executive Information System(EIS), Cross Functional Information Systems.

Unit IV (6 Sessions)

Developing MIS Systems: System Development Life Cycle. , Investigation Phase, Prototyping, Feasibility Analysis, System Analysis (DFD and ER Diagram), System Design, Implementing Business Systems, Testing, Documenting, Training, Conversion and Maintenance

Unit V (6 Sessions)

Applications: Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges Of IT, Ethical Responsibility - Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues.

Suggested Readings

Shrivastava-Fundamental of Computer& Information Systems (Wiley Dreamtech)

Leon A and Leon M - Introduction to Computers (Vikas, 1st Edition).

ITLESL – Introduction to Information Technology (Pearson, 2nd Edition).

ITLESL – Introduction to Computer science (Pearson, 2nd Edition).

Introduction to Computers, Norton P. (TATA McGraw Hill)

Leon - Fundamentals of Information Technology, (Vikas)

SEMESTER I PAPER IX

MLIVEMA109

LIVESTOCK PRODUCTION MANAGEMENT

(GENERAL PRINCIPLES AND RUMINANTS)

Max. Hours: 40

COURSE OBJECTIVE:

The objective of this course is to acquaint the students with general knowledge of Livestock management this course will also provide an orientation about the increasing role of management information system in managerial decision making with the help of computers and how information is processed, stored and utilized.

Unit I

Livestock in India- association of livestock to Indian society during vedic, medieval and modern era. Demographic distribution of livestock and role in economy. Animal holding and land holding patterns in different agro-ecologies. Introductory animal husbandry. Common animal husbandry terms. Body conformation and identification. Dentition and ageing of animals. Transport of livestock by rail, road, air and on foot. Common farm management practices including disinfection, isolation, quarantine and disposal of carcass. Introduction to methods of drug administration. Common vices of animals, their prevention and care.

Unit II

General principles affecting the design and construction of building for housing for various livestock species. Selection of site. Arrangements of the building with special reference to Indian conditions. Utilization of local materials. Building materials used for construction of wall, roof and floor of animal houses, their characteristics, merits and demerits.

Unit III

Demography of cattle and buffalo population. Breeds and breed descriptors of important breeds. Important traits of cattle and buffaloes. General management and feeding practices of calves, heifers, pregnant, lactating and dry animals in bulls and working animals. Draught ability of cattle and buffaloes. Raising of buffalo mates for meat production.

Unit IV

Housing systems, layout and design of different buildings for dairy animals including backyard dairy and mixed farms. Routine dairy farm operations and labour management. Methods of milking and precautions. Factors affecting quality and quantity of milk production. Clean milk production.

Unit V

Dairy farm accounts and records. Concepts of input and output cost of dairy farming (small and large holdings). Problems and Prospects of dairy meat industry in India. Animal Fairs and Melas. Animal pounds and Goshalas.

REFERENCE BOOKS

1. Sastry, N.S.R. and Thomas, C.K. (2005)-Livestock Production Management 4th Ed.
2. Anderson, R.S. and Edney, A.T.B (1991)-Practical Animal Handling
3. Warren, M.D. (2002)Small Animal Care and Management, 2nd Ed. Poole. T. (1994)The UFAW Handbook on the Care and Management of Laboratory Animals, 6th Ed. Page 18 of 23
4. Lebas, F; Coudert, P; Rouvier, R and Rochambeau, H. (1986). The Rabbit – Husbandry, Health and Production
5. Brega, J. (1996)The Horse – Breeding and Young Stock
6. Fielding, D. Tropical Agriculturist – Rabbits
7. Wolfenson. S and Lloyd, M. (1994) Handbook of Laboratory Animal Management and Welfare
8. Holness. D.H. (1993) The Tropical Agriculturist – Pigs
9. Sharda, D.P.(2005) Swine Production.

SEMESTER I PAPER

MAGRIMA110

AGRIBUSINESS ENVIRONMENTS AND POLICY

Max. Hours: 40

COURSE 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 agribusiness. 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 Agribusiness 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 Agribusiness 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.