

**MASTER OF BUSINESS ADMINISTRATION  
(AGRIBUSINESS MANAGEMENT)**

**A. ACADEMIC INFORMATION AND REGULATIONS  
2017-2018**

**1.0 TITLE**

The Academic information and Regulation shall be called “The University of Agricultural Sciences, Bangalore Academic Information and Regulations” governing Master of Business Administration (MBA) in Agribusiness Management (ABM) under semester system. These shall be applicable for students admitted from the Academic year **2017-18** and onwards.

**2.0 DEFINITIONS**

**2.1 Academic Year:** An Academic year is a period during which a cycle of study is completed. It shall consist of two Semesters

**2.2 Semester:** A semester shall consist of not less than 110 instructional days. The final examination shall be completed in the next ten working days.

**2.3 Curriculum:** A series of courses designed to provide learning opportunities to meet the requirements for a degree. Courses with 500 series are applicable for MBA (ABM) Programme with 561 for Institutional Placement; 571 for Qualifying Examination; 581 for Seminar and 591 for Project Work.

**2.4 Course:** A course is a unit of instruction or segment of subject matter as specified in course calendar to be covered in a semester. It has a specified number, title and credit hours.

**2.5 Credit Hours (Course Credit):** A measure of quantity of work done in a course. One credit represents one hour

of lecture or 2½ hours of laboratory or field work per week through a semester.

**2.6 Course Load:** The number of credit hours a student can register in a semester. A student shall not register more than 18 credit hours in a Semester.

**2.7 Grade Point of a Course:** A measure of quality of work done in a course to meet the requirement in a semester. It is computed by dividing the percentage of marks obtained in a course by 10. It shall be expressed on a 10-point scale up to second decimal place. A grade point of 6.00 and above shall be considered as successful completion of the course. Minimum pass for MBA (ABM) degree programme shall be 7.00.

**2.8 Course Credit Point:** A course credit point is a product of course credit and grade point secured by a student in a course which shall be expressed up to second decimal place.

**2.9 Grade Point Average (GPA):** It is a measure of quality of work done in a semester. It is a quotient of the total course credit points secured by a student in various courses registered, divided by the course credits during that semester. It shall be corrected to the second decimal place.

**2.10 Cumulative Grade Point Average (CGPA):** It is the cumulative performance of a student in all the courses taken during all the preceding semesters. CGPA is computed by dividing the total credit points earned by a student in all the courses taken from the beginning of the first semester by the total number of credits completed up to the end of a specified semester. It shall be corrected to the second decimal place.

**2.11 Overall Grade Point Average (OGPA):** It is a measure of the overall performance of a student on completion of

the degree programme. It is computed by dividing the total number of course credit points earned by a student over the semesters by the total number of credit hours and corrected to the second decimal place.

### 3.0 MODE OF ADMISSION

3.1 **Application for admission shall be made to the Registrar, University of Agricultural Sciences, Gandhi Krishi Vignana Kendra, Bangalore- 560-065, in prescribed form, as per the Notification issued from time to time.**

### 4.0 RESIDENTIAL REQUIREMENTS

4.1 A minimum of two Academic years (4 semesters) shall ordinarily be required for the programme of course work, project work, summer placement and examinations leading to the MBA (ABM) degree.

4.2 The MBA (ABM) students shall give the following undertaking at the time of registration for every semester till they complete their residential requirements:

*I,..... I.D.No.....studying MBA (ABM) degree in ....., hereby give the undertaking that I will be a full time student and will not work anywhere during the I / II Semester of....., failing which my admission be cancelled.*

**Date:** **Signature of the Student**

**Forwarded by the Chairperson and Head of the Department**

*In spite of the above undertaking, if any MBA (ABM) student found working outside during the period of registered semester, action will be taken to cancel their admission.*

### 5.0 TIME LIMIT FOR COMPLETION OF THE DEGREE

A candidate admitted to the MBA (ABM) programme may be declared qualified for the degree, provided the candidate completes all the prescribed requirements within eight consecutive semesters from the date of admission irrespective of his/her registration, failing which the admission shall be deemed to have been cancelled.

*Note: On genuine grounds the University may consider for extending the time limit by **one more year** (two semesters consecutively) immediately after completion of the prescribed period for MBA (ABM) programme.*

**The above clause is applicable for the candidates admitted from 2016-17 onwards**

### 6.0 MIGRATION CERTIFICATE

6.1 Candidates from other Universities should produce Migration Certificate within the completion of **first semester**, failing which their admission will be cancelled.

### 7.0 REGISTRATION FOR THE FIRST SEMESTER

7.1 Candidates on receipt of admission notice from the University shall submit the original documents, pay the prescribed fee and register for the relevant courses in person on or before the last date specified, failing which they shall forfeit their admission.

7.2 **For those students who are admitted subsequently, attendance will be counted from the date of their registration.**

7.3 A student who registers for first semester of the Academic Degree Programme should complete a minimum of 6 credit hours **securing** grade point other than F (Fail) or SA

(Shortage of Attendance) failing which his/her admission shall stand cancelled. This will not be applicable to re-admitted candidates.

- 7.4 However, in genuine cases of hospitalization resulting in immobilization, a student can be exempted provided sufficient proof is produced. The genuineness of such cases shall be examined by a committee consisting of Dean of Postgraduate Studies as Chairman with two Heads of Departments or Professors as members who will recommend to the Director of Education for final approval.

## **8.0 REGISTRATION FOR SECOND AND SUBSEQUENT SEMESTERS**

- 8.1 Registration for second and subsequent semesters shall commence **TWO weeks prior to the** closure of the ongoing Semester. The last date for registration shall be the first day of that semester.
- 8.2 The students registering for the courses shall do so in person and produce his / her ID card for verification at the time of Registration. Only under unavoidable circumstances a student may be permitted by the Dean of Post Graduate Studies to register in absentia.
- 8.3 Students are permitted to register up to six working days after the last date, on payment of prescribed penal fee for late registration. After the sixth working day, the Dean of Postgraduate Studies may permit the student to register within next six working days on genuine grounds and on payment of prescribed late fee.
- 8.4 The attendance shall be counted from the date of commencement of the semester. In case of newly admitted students the attendance shall be calculated from the date of registration.

- 8.5 Students failing to register for a course in a semester within the prescribed time shall be deemed to have discontinued during that Semester.
- 8.6 Students shall clear all the dues to the Hostel/s and Library before registration.
- 8.7 A student may be permitted to add an approved course provided the total number of credits is within the prescribed limit.**
- 8.8 Adding of the courses should be done with the written permission of the concerned Major Advisor and the Head of the Department within 15 working days from the date of commencement of semester.
- 8.9 A student will be permitted to drop a course up to a period of six weeks from the date of commencement of the Semester with permission of Major Advisor and Head of the Department.
- 8.10 MBA (ABM) students submitting Project Work during/after completion of four semesters shall register by paying the prescribed fee.
- 8.11 **Re-Registration:** A student who discontinues for a semester with prior permission of the University can re-register during any subsequent semester by paying the prescribed re-registration fee along with other fees.
- 9.0 FEE**
- 9.1 **The MBA (ABM) programme is operated as a self-financing programme. Hence the students admitted to MBA (ABM) programme have to pay full Fee as notified by the Registrar from time to time for admission to the first semester and subsequent semesters/years. The candidates selected for admission will have to pay the full fee irrespective of the category since the programme is self-financing.**

9.2 Tuition and other fee once paid will not be refunded. However, the excess fee paid under any single item or different items in a semester over and above the prescribed fee will be refunded to the students.

**9.3 Caution money is refundable on successful completion of the degree programme for which a candidate is admitted or if admission is cancelled. The students can claim the caution money after furnishing a 'No dues' certificate from all the concerned within two years after completion of degree programme or cancellation of the admission.**

9.4 Miscellaneous Fee for certificates, re-registration, convocation, project report submission *etc.*, shall be paid as prescribed by the University from time to time.

#### **10.0 CREDIT REQUIREMENT**

10.1 The MBA (ABM) Programme comprises Guest Lectures, Case Studies, Business Games, Role Plays, Exercises, Projects, Assignments, Presentations and Discussions etc.

**10.2 Courses:** The prescribed courses shall be completed in the first three semesters compulsorily.

**10.3 Summer Placement:** To develop communication and interpersonal skills, as also group dynamics and team-building skills and leadership qualities, summer placement facilitating experiential learning is also incorporated in the Programme. This segment is designed to help the students to understand the structure and dynamics of an organization. Students can also work on any functional areas of management, if the organization so desires. The student's performance in summer placement is evaluated through reports and presentations.

10.4 The summer placement will be conducted after the end of 2<sup>nd</sup> semester for a period of two months.

#### **10.5 Credit Requirement**

<b>Title</b>	<b>Credit</b>
Major core courses	28
Supporting courses	06
Elective courses	10
Summer placement	02
Qualifying examination	02
Seminar	02
<b>Project work</b>	
8 Cr. Hrs. Non-Graded, 2 Cr. Hrs. Graded	10
<b>Total</b>	<b>60</b>

#### **11.0 PERMISSIBLE WORK LOAD**

**11.1 A MBA (ABM) student may register up to a maximum of 18 credits in a semester on the recommendation of the Head of the Department / Major Advisor.**

#### **12.0 ATTENDANCE**

12.1 The students are required to attend a minimum of 80 per cent of the total number of lectures and practical in each course. If a student falls short of the required attendance to an extent of 10 per cent or less in any given course, the shortage may be condoned by the Dean of Postgraduate Studies on the recommendation of the course teacher and the Head of the Department, on the condition that the shortage was due to unavoidable circumstances.

12.2 **Attendance should be credited to the students who represent the University / College in sports / cultural / literary events with the approval of the Dean Post Graduate Studies.**

12.3 The grade point of a student who does not meet the attendance requirement in a course (including Seminar and

Research) shall be indicated as “SA”(Shortage of Attendance).

### 13.0 ADVISORY COMMITTEE

- 13.1 An Advisory Committee will be constituted for every MBA (ABM) student with Major Advisor as Chairperson, who shall be a recognized PG teacher in concerned discipline or from the related discipline such as Agricultural Economics, Agricultural Extension, Food Science and Post-Harvest Technology.
- 13.2 **The Advisory Committee of the MBA (ABM) student shall consist of 3 members among whom two members are preferably from the Department and one from supporting Department.**
- 13.3 **The HOD shall submit the proposal for the constitution of Advisory Committee (Form – 1) of the student to the Dean of Post Graduate Studies for approval by the University. This shall be completed before the closure of the first semester.**
- 13.4 **The HOD shall submit the Plan of Work and Programme of Research (Form-2) as approved by the advisory committee to the Dean of Post Graduate Studies for approval before the end of the second semester.**
- 13.5 **All the members shall compulsorily attend the Advisory Committee meeting in respect of MBA (ABM) degree. However, under unavoidable circumstances one of the members other than the Chairperson may be absent.**

### 14.0 EXAMINATION AND EVALUATION

- 14.1 Teachers shall be responsible for judging and grading the **students’ performance in each of the course**

**registered by the student through** a system of examination.

- 14.2 **The performance of the student in a course shall be graded on a ten point scale up to two decimal points.**
- 14.3 **A student obtaining a grade point of less than 6.00 shall be declared as ‘Failed’ (F) in that course. A student who obtains ‘F’ or ‘SA’ grade in any of the courses shall either repeat that course when it is offered again or may register for a new course (if it is not a core/ supplementary course) on the recommendation of the Advisory Committee and approval by the Dean of Postgraduate Studies.**
- 14.4 For **computing** the GPA and CGPA the value of “F” or “SA” grade shall be considered as Zero.
- 14.5 Each course shall carry a maximum of 100 marks for the purpose of grading as indicated below.

Particulars	Courses with Theory and Practical Component	Courses with only Theory Component	Courses with only Practical Component
I Examination	20	10	-
II Examination	25	25	25
<b>Practical Examination</b>	10	-	50
<b>Final Examination</b>	30	50	-
Practical Records, Assignments, etc.	10	10	20
Attendance*	05	05	5
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

\*Note: A student attending more than 80 per cent of classes conducted shall be awarded marks proportionately out of *five marks*.

- 14.6 **The schedule of examination in each course shall be notified by the respective course teacher. The first examination in each course will be conducted between 7<sup>th</sup> and 8<sup>th</sup> week and the second examination between 13<sup>th</sup> and 14<sup>th</sup> week. The practical examination will be conducted during the last week of instructional days. The final theory examination will be conducted after 110 instructional days but within the next 10 working days.**
- 14.7 In case a student fails to secure the minimum Overall Grade Point Average (OGPA), the student will be permitted to repeat those courses in which student has secured a grade point below 7.00 in MBA(ABM) only once. The grade point of course repeated, shall be considered for calculating the OGPA.
- 14.8 **The student shall complete all the approved courses with an Overall Grade Point Average (OGPA) of not less than 7.00 out of 10.00 to be eligible for the award of the Master's degree within the residential period.**
- 14.9 **Missed Examination: A student representing the College / University in sports / cultural / literary activities will be provided the attendance and examination which student has missed with the approval of the Dean of Post Graduate Studies, such student is exempted from missed examination fees.**
- 14.10 Students who miss any examination in a course due to unavoidable circumstances, like hospitalization / death of parents / own marriage / attending interview / attending court cases, may be permitted by Head of the Department to appear for the missed examination, on the recommendation of the course teacher by paying prescribed fee, **for each of the missed examination. Further, the**

- student is eligible to appear for one missed exam in a course in a semester.**
- 14.11 The missed examination shall be conducted within 15 days from the date of missing the examination. The course teacher shall notify the date of missed examination and the students failing to take the missed examination on the notified date and time will have no further claim for another examination.
- 14.12 In case of missing an examination on medical grounds, a certificate from a Medical Practitioner should be produced. Students staying at the campus in the UAS Hostel should produce the medical certificate only from the UAS Medical Officer.
- 14.13 A student may appeal to Dean of Postgraduate Studies for redressal of grievances relating to the appearance of missed examination.
- 14.14 The regulations prescribed for missed examination in a course shall not be **applicable** for written qualifying examination.
- 15.0 SUBMISSION OF GRADE REPORTS**
- 15.1 **The evaluated answer papers of internal examinations shall be returned to the students before fifteen days of the subsequent examination in the course and that of the final examination within 30 days from date of examination.**
- 15.2 **In pursuance of Regulation No. 14 (Examination and evaluation), a student should fulfill all the requirements for the completion of course, failing which the grade point will be finalized based on the marks secured.**

- 15.3 Teachers shall send the **Grade point** Report of each student to the Academic Unit within 30 days from the closure of the semester.
- 15.4 The course Grade point report once filed by the teacher with the Academic Unit, shall be final. However, in the case of discrepancy:
- a) The representation either from the teacher or from the student, should be submitted to the Dean of Postgraduate Studies through the Head of the Department.
  - b) Such representation shall be considered by a Committee consisting of the Dean of Postgraduate Studies, as Chairman, concerned Head of the Department and another Professor of the College to be nominated by the Chairman will be the members. In case the Head of the Department himself has offered the course, the Dean of Post Graduate Studies shall nominate some other Head of Department as member.
  - c) The recommendations of the Committee shall be considered by the Director of Education and the decision shall be notified by the Registrar.
- 15.5 **A Grade point card of a student will be prepared for each semester based on the marks secured by the student.**
- 16.0 QUALIFYING EXAMINATION**
- 16.1 **A student is eligible to register for qualifying examination on completion of 75 per cent of approved courses including 16 credits of core courses, excluding project work and seminar with a CGPA of 7.00 out of 10.00 for all registered courses.**

- Registration for qualifying examination should be completed by paying the prescribed fees within eight weeks from the commencement of the first semester of second year with an approval from HOD.**
- 16.2 The qualifying examination will carry two credits and shall consist of two parts:
- a) Written examination for 100 marks covering 16 credits of **core** courses
  - b) *Viva-voce* for 100 marks
- 16.3 The Dean of Postgraduate Studies shall conduct the written qualifying examination. The Dean of Post Graduate Studies will nominate the External Examiner among three specialists recommended by HOD for setting the question paper and evaluation of the answer script.
- 16.4 The *viva-voce* examination shall be conducted by the Advisory Committee with an external examiner designated by the Dean of Postgraduate Studies on the recommendation of the Head of the Department. **In a day *viva-voce* examination for TEN students may be scheduled.**
- 16.5 **The external examiners shall be specialists in the major field from outside the University and shall exclude the members of the other institutions who have been recognized for PG guidance in the University. The Chairperson of the Students Advisory Committee shall act as Chairperson of the Examination Committee and shall be responsible for communicating the results of the examination to the Dean of Post Graduate Studies through the HOD (Form – 3).**

- 16.6 Not more than one member, other than the Chairperson and the External examiner, could be absent for the qualifying examination.
- 16.7 In special and emergency circumstances when the Chairperson of the Advisory Committee is unable to be present and conduct the qualifying examination, the Dean of Postgraduate Studies may designate, on the recommendation of the HOD, one of the Advisory Committee members of the concerned Department to officiate as Chairperson to conduct the qualifying examination.
- 16.8 In special and emergency circumstances when not more than two members of the Advisory Committee are unable to be present and conduct the qualifying examination due to their hospitalization/out of headquarters on official duty/ on long leave, the Dean of Postgraduate Studies may designate, on the request of the Major Advisor and HOD, one of the PG teachers to officiate as a member to conduct the qualifying examination.
- 16.9 The minimum requirement for a pass in the qualifying examination shall be a Grade Point of 7.00 (aggregate of written and *viva-voce* examinations) with the stipulation that the student should obtain a minimum of 60 per cent in the written part of the qualifying examination to be eligible for *viva-voce* examination.
- 16.10 The qualifying examination will be conducted only once in an academic year. However, as a special case, the students who abstained or failed in the qualifying examination shall re-register for the same in the subsequent semester by paying the prescribed fee on the recommendation of the Major Advisor and Head of the Department with the approval of the Dean of Postgraduate Studies.

## 17.0 SEMINARS AND COLLOQUIA

- 17.1 **The student shall submit the topic of the seminar to the seminar teacher for approval. The seminar teacher shall notify the topics and the schedule of the seminars within two weeks of the commencement of the semester. A PG teacher in the Department will be designated as Teacher in charge of seminar course by the HOD.**
- 17.2 **A student shall be permitted to register for seminar from second and subsequent years of their admission and they will not be permitted to register more than one seminar in a semester.**
- 17.3 Evaluation of the seminar shall be done by the teacher in charge of the seminar and a minimum of two other Postgraduate teachers as hereunder:

Sl.No	Description	Marks
1.	Synopsis of the Seminar Topic	5.00
2.	Presentation	
	a) Introduction	5.00
	b) Style and Clarity	10.00
	c) Sequence and Organization	5.00
	d) Topic Coverage	20.00
	e) Effective use of Audio Visual Aids	5.00
	f) Time Management	5.00
	g) Response to Question during discussion	10.00
3.	Report	30.00
4.	Attendance	5.00
<b>Total</b>		<b>100.00</b>

17.4 **In addition to fulfilling the seminar course requirement, each student shall present two colloquia related to the research topic, first one prior to the submission of Form-2 and the second one after completion of research, but before circulation of thesis among the Advisory committee members.**

## 18.0 PROJECT WORK

18.1 **The credits set aside for Project work for MBA (ABM) Programme shall be distributed to different semesters depending upon the quantum of work required to be done during the semester. No student shall be permitted to register for Project Work credits until the approval of Plan of Work and Programme of Research (Form-2).**

18.2 **If the student does not submit the project work during the last semester, 'IC' grade shall be awarded for these project credits. The student shall re-register for these credits within the stipulated period for submission of the project work.**

18.3 **Registration for submission of project work beyond the prescribed period (4 semesters), may be done at any time during the duration stipulated time for the MBA (ABM) programme on payment of prescribed fee along with Registration fee.**

18.4 The project work credits shall be evaluated and graded as Satisfactory / Not Satisfactory after the submission of the progress report for the HOD. However, 2 credits for MBA (ABM) degree shall be graded on 10 point scale at the time of final viva voce. The remaining credits shall be graded as Satisfactory/Not Satisfactory.

## 19.0 PROJECT WORK SUBMISSION AND FINAL VIVA-VOCE

19.1 The student shall submit the Project Work as per the guidelines issued from University from time to time for evaluation by the external examiners.

19.2 The MBA (ABM) students **before the submission of the project work for external evaluation should compulsorily complete the poster presentation.**

19.3 The Project Work submitted in partial fulfillment of the MBA (ABM) shall be examined by the Advisory Committee and further evaluated by an External examiner **nominated by the Dean of Postgraduate Studies**. The External examiner shall be appointed by the Dean of Postgraduate Studies on the recommendation of the Major Advisor through the Head of the Department, from a panel of three names in India but outside the University and shall exclude the members of other Institutions who have been recognized for PG teacher in the University (**Form- 4 and Form- 5**). However, the Dean of Postgraduate Studies has the discretion of selecting the External Examiner from outside the Panel of specialists suggested. **The External Examiner shall send the report in the prescribed format along with the project work to the Dean of Postgraduate Studies.**

19.4 The final *viva-voce* examination will be held by the Advisory Committee within one month after the receipt of permission letter from Dean of Post Graduate Studies to the HOD. **However, under special circumstances the student is allowed to take final *viva-voce* within six months on payment of prescribed penal fee as prescribed by the University.**

19.5 The Major Advisor shall be the Chairperson of the examination Committee. Under special circumstances

when the Chairperson of the Advisory Committee is unable to present and conduct the final *viva-voce*, the Co-chairperson or one of the Advisory Committee Member can officiate as Chairperson on the recommendation of the HOD with the approval of Dean of Postgraduate Studies. Further, when more than one member of the Advisory Committee are unable to be present and conduct the final *viva-voce* examination due to their hospitalization / out of headquarters on official duty / on long leave, the Dean of Postgraduate Studies may designate any PG teacher to officiate on the request of the Major Advisor and HOD, as member to conduct the final *viva-voce*.

- 19.6 **The Chairperson shall send the recommendations of the Advisory Committee to the Dean of Postgraduate Studies through the Head of the Department, for the award of the degree to the student (Form-6).**
- 19.7 If one of the external examiners does not recommend the Project Work, the Dean of Post Graduate Studies may refer the Project Work to the second examiner for evaluation. If the second examiner recommends the project work, the recommendation will be accepted. If the second examiner also does not recommend the Project Work, the student shall have to re-write the project work and submit the same after a lapse of one semester. If the project work of the student is not accepted for the third time also, that **Project work can not** be resubmitted.
- 19.8 The project work copies of the PG student should be typewritten and bound as specified by the University from time to time. Each student should submit three copies of the project work and CD. Out of three copies of the project work one each will be submitted to the Library, Department and to the Major Advisor. The CDs will be submitted to the respective Dean of the College, Library and the Department.

- 19.9 In case of ICAR / Donor sponsored scholarship holders, a fourth copy of the project work along with CD should be submitted to the office of the Registrar for forwarding to ICAR / Donors.
- 19.10 The project work submitted by a student shall constitute the property of the University. Whenever an extract from the project work is published a foot-note shall always have to be given saying that the project work has been submitted for the Post-graduate degree of the University of Agricultural Science, Bangalore.
- 19.11 Copies of the Project Work deposited in the University Library or in the Departmental Library shall not be issued on loan, nor would these be available for reference, for a period of one year from the date of submission.
- 20.0 SCHOLARSHIPS AND STUDENT AID FUND**
- 20.1 UNIVERSITY RESIDENT MERIT SCHOLARSHIP (URMS)**
- 20.2 A student shall be eligible to hold any one scholarship/ fellowship at a time.
- 20.3 The URMS shall be awarded to the students under MBA (ABM) programme during an academic year. **This shall restrict to only those students who have secured graduate degree from farm Universities of Karnataka state.** Deputed / in service / sponsored candidates are not eligible for URMS.
- 20.4 **If the number of students exceeds ten, an additional URMS may be awarded. Further, if the eligible number of students exceeds 20 another URMS may be awarded and thereof.**
- 20.5 **A student shall apply for URMS to the Registrar through Dean of Post Graduate Studies in the prescribed form on or before notified date.**

- 20.6 **The URMS for the first year post graduate students shall be decided on the basis of OGPA of previous degree programme. During the subsequent years, URMS will be awarded based on previous year CGPA.If a student declines URMS the same may be awarded to the next applicant in the order of merit.**
- 20.7 **The value of URMS shall be as specified by the University from time to time.**
- 20.8 **The URMS shall be terminated at any time if the conduct, progress and attendance is unsatisfactory.**

#### **21.0 SC / ST SCHOLARSHIP**

- 21.1 The scholarship shall be awarded to Scheduled Caste and Scheduled Tribe students of Karnataka studying MBA (ABM) degree programme in the University.
- 21.2 The Dean of the concerned College shall call for applications and award the scholarship.
- 21.3 Each student desirous of getting scholarship shall apply to the concerned Dean in the prescribed form on or before the notified date.
- 21.4 The award of these scholarships is subject to the release of amount from Government of India.
- 21.5 The scholarship shall be tenable for a period of two years for MBA (ABM) students which could be extendable for a period of one year for MBA (ABM).
- 21.6 The scholarship is subject to satisfactory conduct and attendance of the student.
- 21.7 Departmental candidates who are drawing their salary and part time students shall not be eligible for the scholarship.

**Note:** The whole scholarship amount shall be paid to the hostel where the student resides. However, if the student has already cleared the hostel charges and produces 'No Due Certificate', the entire amount shall be transferred to the students SB account.

- 21.8 **If the hostel charges are more than the amount sanctioned by the Government of India and the University, the excess amount shall be paid by the student. All prescribed fees which are not reimbursed by the Government of India, shall be paid by the student in each semester.**

#### **22.0 STUDENT AID FUND**

- 22.1 The aim of the 'Student Aid Fund' is to provide financial assistance to the needy students in the University. It is provided in the form of reimbursement of partial expenditure towards (a) Tuition / Hostel / Examination fees and (b) Purchase of books / clothing / medical expenses / boarding / research Project Work preparation etc. provided their needs are **considered genuine as decided by the committee.**
- 22.2 The award of student aid fund assistance is subjected to the income limit of student's parent / guardian as notified by the Govt. of Karnataka from time to time.
- 22.3 **The value of the Student Aid Fund shall be as specified by the University from time to time.**
- 22.4 The financial assistance under Student Aid Fund will not be provided to the students directly.
- 22.5 The aid shall also be given for the reimbursement of medical charges of students as per the Karnataka Medical Attendance Rules (KMAR) subject to fulfilling all other conditions except annual income.

- 22.6 **Reimbursement of medical claims should be limited only to the students who have not been covered under Health Insurance Scheme.**
- 22.7 The student desirous of seeking the Student Aid Fund shall apply to the Dean of Student Welfare through the concerned Dean in the prescribed form.
- 22.8 The Student Aid Fund will be considered for the students based on their conduct, progress and attendance.
- 23.0 REGULATIONS GOVERNING THE CONDUCT OF EXAMINATIONS AND PREVENTION OF MALPRACTICES AMONG STUDENTS**
- 23.1 **REGULATIONS GOVERNING THE CONDUCT OF EXAMINATIONS**
- 23.2 The scheme of evaluation in each course shall be as specified under Regulation 14 (Examination and evaluation)
- 23.3 It is the responsibility of the concerned course teacher to prepare the question paper and safeguard the secrecy.**
- 23.4 **The course teacher should ensure the prevention of malpractices in an examination. No student should be allowed to enter the examination hall not later than 10 minutes after the commencement of the exam. No electronic gadget will be allowed inside the examination hall, except when the course teacher permits.**
- 23.5 When the teacher notices the student indulging in any malpractices, the teacher shall seize the paper from the student and shall invariably demand a written explanation or statement from the student.

- 23.6 **If the student refuses to obey, the fact shall be duly noted and reported in writing to the authorities duly witnessed by another staff member. The teacher shall write remarks on the answer paper and affix the signature and send the candidate out of the hall. Such students shall not be allowed to take further examinations in that course during that semester.**
- 23.7 All cases of malpractices should immediately be brought to the notice of the Dean of Post Graduate Studies who shall send a report thereon to the authorities for such necessary action as may be deemed fit.
- 23.8 All cases of malpractices referred to the authorities be examined by a Committee consisting of the Director of Education, the Dean of Postgraduate Studies, the Dean of Student Welfare and the Registrar who shall act as Secretary. The decision of the Committee shall be final subject to review by the Vice-Chancellor.
- 23.9 The committee may debar the guilty students for a period not exceeding one semester.
- 24.0 REGULATIONS GOVERNING THE PREVENTION OF MALPRACTICES AMONG STUDENTS**
- 24.1 The students shall bear in mind that all the examinations under the semester system are University Examinations and should conduct accordingly.
- 24.2 No student shall enter the examination hall with papers, books or notes, electronic gadgets and such other material which might possibly be of assistance.
- 24.3 **Any student indulging in malpractices (Regulation No. 23.5) during the examination shall be debarred for a period not less than one semester.**

- 24.4 Any candidate found guilty of misconduct of a serious nature in the examination hall shall be debarred for a period of not less than two semesters.
- 24.5 Any candidate found guilty of an offence referred to in Regulation No. 23.5, shall give a written explanation or statement to the teacher or in-charge of them in examination hall, if demanded. If student refuses to give explanation or statement, student should record in writing for refusal to give such an explanation or statement.
- 24.6 Any candidate, who does not comply with the procedure indicated in the above said regulation, may be deemed to have committed an offence referred to in regulation **23.5** and shall bear consequent penalty.

#### **25.0 REGULATIONS FOR THE MAINTENANCE OF DISCIPLINE AMONG THE STUDENTS**

- 25.1 Every student of the University shall confirm to the regulations of good conduct and respect the authority of the constituted bodies of the University.
- 25.2 Every student of the University shall have a Student Identification Card with recent photograph affixed and signed by the concerned authority and shall be shown whenever it is demanded.
- 25.3 Students shall do everything possible to protect and make proper use of the University property and other public property. Any student who attempts to deface / destroy the University or other public property shall be liable for appropriate punishment. In addition, the cost of damage as assessed by the University caused by the students shall be recovered from the Student Caution Deposit and / or from the Student Association Fund as ordered by the University.
- 25.4 Proper decorum shall be maintained by all the students in the class room, hostels, library, farms, educational and sports tours, transport vehicles and on & off the University Campus.

- 25.5 No student shall disturb the normal work of the University by disorderly conduct, boisterous behavior and unauthorized assembly.
- 25.6 Ragging in any form in the University premises is strictly prohibited. Students found guilty of ragging are liable for disciplinary action.
- 25.7 Every student shall be punctual to the classes. The Class Teacher has the right to refuse admission to late-comers in the interest of class discipline.
- 25.8 Absenting to a class or examinations en mass for whatever reason is considered as an act of indiscipline.
- 25.9 No student shall be in a class during the assigned hour unless the student has registered in that course. The students are not permitted to carry mobile phones during the class hours.
- 25.10 Possession or consumption of alcoholic drinks or drunkenness or drug addiction or gambling on the campus is strictly prohibited.
- 25.11 Violation of any one of the above regulations is an act of indiscipline and it shall be brought to the notice of the Head of the College / Institution / Campus.
- 25.12 The Head of the College / Institution / Campus shall enquire into the act of indiscipline of the student(s) and the concerned shall take immediate action such as warning, fine and expulsion from hostel and suspension from attending the classes for a period not exceeding one semester.
- 25.13 Further, in serious cases, disciplinary proceedings may be instituted through the Disciplinary Committee which can recommend punishment in the form of a warning / expulsion from the college for a semester / year.

- 25.14 **Bonafide students will lose all those benefits from the University or from other Institutions with the University approval, if they are found to be involved in any of the acts of indiscipline.**
- 25.15 Celebration of festivals on days other than authorized and unruly behavior on such occasions will be considered as an act of indiscipline.
- 25.16 A student who has been found guilty by the Head of the College / Institution / Campus or the Disciplinary Committee and has been fined/suspended/expelled from the College or Hostel, shall not be permitted to hold any office, elected or otherwise, of student associations for a period of two years from the date of completion of the punishment.
- 25.17 If a student is taken into police custody on a criminal or other complaint for a period of 24 hours or more, the student shall be deemed to have been suspended from the College for a period of one month from the date on which the student was taken into police custody without instituting an enquiry.
- 25.18 The decision of the Vice-Chancellor under all these Regulations shall be final.

## **26.0 CONVOCATION**

- 26.1 The University shall confer degrees to all the students who complete their degree requirements in all respects in an academic year. However, at the time of taking their transcript and provisional degree certificate, they should fill in the convocation application and pay the prescribed fee and exercise their option whether they will be taking the degree in the Annual Convocation IN PERSON or IN ABSENTIA.
- 26.2 If a student has applied for a particular Convocation to take the degree 'In person' but fails to attend the Convocation,

- the student has to apply again by paying the penal fee in addition to the prescribed fee.
- 26.3 In case of death of a student before taking the degree at the Convocation, the nearest relative can apply for getting the degree at the Convocation. In such cases the University may consider confirming the degree on the candidate and award Gold Medals if any, posthumously.
- ## **27.0 REGULATION RELATING TO THE SCHEME OF HONOURING STUDENTS OF OUTSTANDING MERIT**
- 27.1 A Gold Medal for MBA (ABM) shall be awarded to the students securing the highest Overall Grade Point Average with not less than 9.00 in the concerned Postgraduate degree together with a certificate of Merit. Two or more students getting the same OGPA will be awarded a Medal and a Certificate of Merit each. The Gold Medal and a Certificate of Merit shall be awarded at the time of Convocation. The value of each Gold Medal for each candidate will be the same.
- 27.2 **The student shall complete all the formalities required for completion of the Degree programme on or before the last working day of December.**
- 27.3 The student with a failed grade or SA (shortage of attendance) in any of the courses registered for respective degree programme shall not be eligible for UAS / Donor's Gold Medals
- 27.4 In case of Donor's Gold Medal Awards, they should have secured an OGPA of not less than 9.00 out of 10.00 in the subject degree for which the award is made. In case of a tie between two or more students, the student securing the highest OGPA shall be awarded Gold Medal by considering third / fourth / fifth decimal.

27.5 However, the eligible **candidate with higher** OGPA than the minimum requirement prescribed for award of Gold medal will be issued a “Certificate of Merit”.

### 28.0 DETERMINING CLASS / DISTINCTION

The following OGPA will be considered as equivalent to the Class/Division mentioned:

OGPA 9.00 and above	First Class with Distinction
OGPA 8.00 to 8.99	First Class
OGPA 7.00 to 7.99	Second Class for Master’s Degree

**Regulation Re admission 19.0 deleted**

**Regulation on Programme Fee 23.0 is deleted**

### 29.0 DISCLAIMER

**The statements made in the Academic Information and Regulations (semester system) for MBA (ABM) degree programme and all other information contained herein are believed to be correct at the time of publication. However, the University reserves the right to make changes in Academic Information and Regulations and conditions, governing the conduct of student requirements for Degree and any other information contained in this Academic Information and Regulations (semester system) at any time. No responsibility will be accepted by the University for any hardship or expenses encountered by the students or any other person or persons for such changes, additions, omissions or errors on matters how they are caused.**

## B. Course Syllabus

### MASTER OF BUSINESS ADMINISTRATION (AGRIBUSINESS MANAGEMENT)

Course No.	Title	Credits
ABM 501	Principles of Management and Organizational Behaviour	2+0
ABM 502	Agribusiness Environment and Policy	2+0
ABM 503	Managerial Economics	1+1
ABM 504	Managerial Accounting and Control	1+1
ABM 505	Communication for Management and Business	2+0
ABM 506	Business Laws and Ethics	2+0
ABM 507	Marketing Management	2+0
ABM 508	Human Resource Management	2+0
ABM 509	Financial Management	1+1
ABM 510	Production and Operations Management	1+1
ABM 511	Research Methodology in Business Management	1+1
ABM 512	Project Management and Entrepreneurship Development	1+1
ABM 513	Agricultural Banking and Management	2+0
ABM 514	International Trade and Policy	2+0
ABM 515	Operations Research	1+1
ABM 516	Computers for Managers	1+1
ABM 517	Management Information System	1+1
ABM 518	Food Technology and Processing Management	1+1
ABM 519	Fertilizer Technologies and Management	1+1
ABM 520	Management of Agro Chemical Industry	1+1
ABM 521	Farm Business Management	1+1
ABM 522	Seed Production Technology and Management	1+1
ABM 523	Technology Management for Livestock Products	1+1
ABM 524	Post-Harvest Management of Horticultural Crops	1+1

Course No.	Title	Credits
ABM 525	Farm Power & Machinery Management	1+1
ABM 526	Risk Management	1+1
ABM 527	Management of Agribusiness Cooperatives	2+0
ABM528	Agribusiness Financial Management	1+1
ABM 529	Food Retail Management	1+1
ABM 530	Management of Agricultural Input Marketing	2+0
ABM 531	Commodity Marketing and Futures Trading	1+1
ABM 532	Agri Supply Chain Management	1+1
ABM 533	Business Mathematics	1+1
ABM 534	Livestock and Poultry Management	1+1
ABM 535	Management of Floriculture and Landscaping	1+1
ABM 536	Rural Marketing	2+0
ABM 537	Agricultural Marketing Management	2+0
ABM 538	Application of e-commerce in Agri-business	2+0
ABM 561	Institutional Placement	0+2
ABM 571	Qualifying Examination	0+2
ABM 581	Seminar	0+2
ABM 591	Project work	0+10

**ABM 501 Principles of Management and Organizational Behaviour (2+0)**

**Theory :** Introduction to Management and Organizations- Nature, scope and significance of management-Management Functions-Roles-Skills.Evolution of Management Thinking-Classical Management Theory- Behavioral Science Approach-Management Science Perspective- Recent Trends in Management Theories.Managerial Planning-Overview of Goals and Plans-Steps in Planning Process-Types of Plans-Strategic Management.

Managerial Decision-Making- Meaning- Types of Decisions- Decision Making Models- Decision Making Steps-Decision Making Styles- Behavioral aspects of Decision Making in Organizations. Organizational Structure and Design- Basic elements of organizing- Grouping of jobs- Departmentalization-Distributing Authority- Delegation process-Differentiating between positions-Managing Organizational Designs -Managing organizational Change and Innovation-Steps in change process-Types of Change -Areas of organizational change -Organizational Innovation. Motivating Employees- Early Theories of Motivation-Contemporary Theories of Motivation- current issues in motivation. Leadership-Nature of leadership-Leadership Theories-Trait Theories- Behavioral Theories-Situational approaches to leadership-Path-Goal theory- contemporary views of leadership- Transformational and Transactional Leadership-Leadership issues in 21<sup>st</sup> century. Managerial control- the control process. Organizational Behaviour- the organizational context-Environment –Technology-understanding Individual behavior in the organization-Learning- Personality- Perception-Groups and teams in the organization- Group formation- Group structure. Individuals in groups-Team working. Organization development-Organization culture.

**ABM 502 Agribusiness Environment and Policy (2+0)**

**Theory :** Agribusiness - Meaning, Scope of Agribusiness, Emergence of Agribusiness, Importance of Agribusiness. Problems and policy changes relating to farm supplies, farm production, types and stages of agro processing. Agribusiness sub systems - Linkages among sub-sectors of the Agribusiness sector; economic reforms and Indian agriculture; impact liberalization, privatization and globalization on Agribusiness sector. Emerging trends in production, processing, marketing and exports; Integrated Agribusiness Development Policy 2011 and Karnataka Agribusiness & Food

Processing Policy 2015. Agricultural price and marketing policies; Entrepreneurship in Agribusiness, Business organizations in Agribusiness, Agribusiness tools- Break even analysis, Linear programming, SWOT analysis, Cost of wrong decisions in using inputs, factor share, e-agribusiness, six sigma- essentials, roles required for implementation and advantages of Six sigma.

**ABM 503                      Managerial Economics                      (1+1)**

**Theory :** Definition, scope and significance of managerial economics, Basic economic concepts & principles – Firm, industry and economy, Marginal analysis: Utility function - Equi-marginal principle, Consumer's surplus, Opportunity cost. Demand analysis - Meaning and types of demand, demand curve – law of demand - demand function – Uses of demand analysis. Elasticity of demand – types, factors determining elasticity, Measurement of elasticity - Point and arc elasticity's – Managerial uses of elasticity – Elasticity of demand and marginal revenue. Demand estimation – meaning, steps and uses. Demand forecasting – meaning, importance and techniques, Non-quantitative and quantitative techniques. Demand forecasting - Trend method, regression method, leading indicator method, simultaneous equations method. Production analysis - production function with one variable input & two variable inputs (returns to a factor and returns to scale, elasticity of output. Isoquants, least-cost combination of inputs, Expansion path, Elasticity of substitution, Cobb-Douglas & CES production functions. Production possibility analysis: Product-product relationships – Product transformation curve, Iso-revenue curve, optimal product combination. Cost analysis – Various Cost concepts, short-run and long-run cost curves, Derivation of cost functions from production functions, Economies and diseconomies of scale, Economies of scope, Changing objectives of modern firms & their cost curves, Learning curve, Meaning, uses and types of cost control, Revenue concepts, Break-even analysis. Markets & Pricing – Determination

of market price, Market price & normal price. Market structure, Characteristics of and price determination in perfect competition. Monopoly – Types, characteristics, price and output determination, Types & degrees of price discrimination under monopoly. Monopolistic competition - Types, characteristics, and pricing and output determination, Pricing strategies of modern firms. Macroeconomic environment - Circular flow of income, Concepts and measurement of GNP, consumption, investment and savings. Macroeconomic equilibrium. Money: Concept and functions - demand for and supply of money. Inflation – Meaning and types – Price indices - Causes, effects and control of Business cycles – Monetary and fiscal policies.

**Practical :** Quick look at algebraic equations and functions & their uses in managerial economics, calculation of utility function. Computation of different types of demand function. Computation of elasticity of demand (price, income, cross and promotional) Computation of total, average and marginal revenue under different market conditions. Demand estimation through regression analysis. Analysis of important demand forecasting methods. Computation of average product, marginal product and elasticity of output with respect to one variable input. Analysis of optimal factor combination using C-D production function. Computation of elasticity of substitution using C-D & CES production functions. Calculation of optimal output combination of multi-product firms. Derivation of cost functions from production functions. Computation break-even point, learning curve and economies of scope. Calculation of equilibrium price and output under conditions of perfect competition. Calculation of the degree of market power and of equilibrium price and output under conditions of monopoly and oligopoly. Calculation of market concentration under oligopoly. Computation of macroeconomic equilibrium models. Presentation of case studies by students.

**ABM 504 Managerial Accounting and Control (1+1)**

**Theory** Financial Accounting- Meaning, Need, Concepts and Conventions; Branches of Accounting, Internal and External Users of Accounting, Advantages and Limitations of Financial Accounting, Accounting Standards. 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 Company Accounts. Managerial 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. Cost Accounting - Nature, Objectives and 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. Responsibility Accounting- Its Meaning and Significance. 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.

**Practical** : Preparation of Journals-Ledgers- Trial balance. Preparation of different types of cash books. Preparation of Final Accounts- Manufacturing A/c, Trading A/c, Profit & Loss A/c and Balance Sheet.

**ABM 505 Communication for Management and Business (2+0)**

**Theory** : Introduction to communication, Communication process, Barriers to Communication, Effective Communication, types of communication in organizations viz. Downward, Upward,

Horizontal, Static Vs dynamic. Non-Verbal Communication, Communication through clothes/ colours / space/ symbol, Body language and etiquettes, Interpersonal Communication, Self-concept and communication, Assertive Communication. Types of business writing viz, Newsletters, Reports, Folders, Fact Sheets, Press release; Readership and writing style - human aspects of writing. 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. Handling personal communication - Letters, dictation, reading, problem solving, listening skills, self-talk, self- reflection, steps to personality development, public speaking. Practical sessions for spoken English.

**ABM 506 Business Laws and Ethics (2+0)**

**Theory** : 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. Companies Act- 1956: incorporation, commencement of business, types of companies, management, winding of companies, Negotiable Instruments Act. Essential Commodities Act, APM C Act, Consumer Protection Act, RTI Act, The Competition Act, 2002- major provisions and implications. Factory Act, Labour laws, Industrial dispute Act. 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.

**ABM 507 Marketing Management (2+0)**

**Theory** : 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. Marketing

potential and forecasting, Classification of Products; Product Life Cycle; New Product Development; Product Line and Product Mix; Branding, Packaging and labeling. Factors affecting prices; Pricing Policies and Strategies; Pricing Methods. Types of Distribution Channels; Functions of Channel Members; Channel Management Decisions. Promotion Mix; Introduction to Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations, Direct marketing, managing integrated marketing promotion. Customer Relationship Management. Case studies discussion and presentation. Industrial visits relating to agribusiness firms.

**ABM 508          Human Resource Management          (2+0)**

**Theory :** 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. Employ discipline, Recruitment and Selection Process, Induction, Training and Human Resource Development-Nature, Significance, Process and Techniques, Internal mobility including Transfers, Promotions and employee welfare. Performance Appraisal - Significance and methods, Compensation management, Wage and Salary Administration - Course Objective; Wage Fixation; Fringe Benefits, Incentive Payment, bonus, and Profit Sharing. Worker's Participation in Management, Career planning and employee retention. Quality of work life, employee welfare measure, Disputes and grievance Health and Safety of Human Resources; Human Resources accounting, Human Resources outsourcing.

**ABM 509          Financial Management          (1+1)**

**Theory :** Financial Management – Meaning and Objectives, Scope and Functions of Financial Management, Financial Planning and Forecasting. Capitalization – Under and Over Capitalization, Capital Structure – Computation of cost of capital, Trading on Equity, Leverages – Type and Significance. Capital Budgeting –

Nature and Significance, Time value of money- Discounting and Compounding – Methods of evaluating Capital Expenditure proposals. Financial statements of Corporate Organizations – As per the Companies Act of 2013. Analysis and interpretation of Financial Statements: Techniques of Ratio Analysis and Cash Flow Statement as per Accounting Standard 3 issued by the Institute of Chartered Accountants of India. Working Capital Management – Nature of Working Capital Management, Need for working capital – Estimation of Working Capital requirement – Management of Cash and Receivables, Cash Budget. Management of Profits-Dividend Policy, Procedural and Legal formalities involved in the payment of dividend-Bonus Shares.

**Practical :** Working out problems- preparation of fund flow and cash flow statements-preparation of capital structure models and application and analysis of case studies. Presentation of case studies in class rooms, Problems on Capital budgeting techniques, Problems on corporate finance, preparation and analysis of Balance sheet and income statement.

**ABM 510          Production and Operations          (1+1)  
Management**

**Theory :** Nature and Scope of Production and Operations Management; Its relationship with Other Systems in the Organization; Factors Affecting System and Concept of Production and Operation Management; Facility location, 'Types of Manufacturing Systems and Layouts, Layout Planning and Analysis. 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. Scheduling, Maintenance Management Concepts, Work Study, Method Study, Work Measurement, Work Sampling, Work Environment, Industrial Safety, An Overview of Material Management, Determination of Material Requirement, Purchase Management, Store Management,

Logistics management, Material Planning and Inventory management, Safety Management, Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, ISO standards and their Importance, Introduction to re-engineering, value engineering.

**Practical:** Solving production and operation oriented problems.

**ABM 511                      Research Methodology in                      (1+1)  
Business Management**

**Theory :** 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. 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. 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. Role and uses of quantitative techniques in business decision making, Use of Equations, Use of Determinants and Matrices in business decisions, Revision about descriptive statistics, Introduction to Probability, Binomial, Poisson and Normal distributions, Simple, partial, and multiple correlation, rank correlation, simple and multiple regression, Discriminant and dummy variable analysis. Hypothesis testing, application of t - test, chi-square and F tests. ANOVA, Factor- analysis, cluster analysis, conjoint analysis, multi-dimensional analysis etc, Report writing: Types of report, essentials and contents of good report writing.

**Practical :** Problems on tests of significance, Non-parametric tests, fitting of simple and multiple linear regressions. One way and

two way analysis of variance. All practical will be done using statistical Softwares. Fitting MLR models using OLS, Testing parameters, Tests pertaining to heteroscedasticity, Autocorrelation and Multicollinearity, Problems related to multivariate methods. All practical will be done using statistical softwares.

**ABM 512                      Project Management and                      (1+1)  
Entrepreneurship Development**

**Theory :** Concept, characteristics of projects, types of projects, project identification, and project's life cycle. Costs in projects, benefits of projects, project feasibility- market feasibility, technical feasibility, financial feasibility, and economic feasibility, social cost-benefit analysis, rationale for social cost- benefit analysis, project risk analysis. Network methods: meaning, network analysis, requirements for network analysis, Critical Path Method (CPM), Programme Evaluation and Review Technique (PERT), project scheduling and resource allocation. Pricing of costs and benefits, Financial appraisal/evaluation techniques- discounted/un-discounted cash flows; net present values, profitability index, internal rate of return; benefit cost ratio; accounting rate of return, payback period, project implementation; cost overrun, project control and information system. 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.

**Practical :** Planning projects, feasibility studies, use of monitoring and evaluation techniques, network analysis and review of case studies.

**ABM 513 Agricultural Banking and Management (2+0)**

**Theory :** Banking and its evolution – Types of banking services - Types of banks and banking systems - banking services – Classification of banks – RBI as regulator – Banking Regulation Act – RBI Act Types of relationship between banker and customers – Legal dimensions of such relationship – Deposits – Types – Rules applicable to operation, nomination and settlement of claims, Types of loan facilities – Types of creation of charge: Lien, Hypothecation, Pledge, Assignment, Mortgage – Fund based facilities – Non fund based facilities Bank Guarantees and Letter of credit - Term loans and working capital facilities – Assessment of working capital – Problems – Credit Management – Various steps involved from application to closure - Types of lending – Types of borrowers – Legal aspects governing lending – Prudential norms- Loans to agriculture sector – Types of loans - Methods of lending - Non Performing Assets – Income recognition – Asset Classification – Provisioning norms Export Finance – International Banking Services – Provisions of FEMA - NABARD – Functions – Schemes – Role- Lead Bank Scheme- District Credit Plan – Process and Implementation; Risk Management: Systems, mechanism – Types of risks in banking business; Asset Liability Management - ALM systems, mechanism Co-operative Banking – Types, hierarchy and regulatory framework; Project Financing – Ratio Analysis Recovery of Loans: Various recovery forums: Legal forums, Adalats, Debt Recovery Tribunals – Settlement proposals.

**ABM 514 International Trade and Policy (2+0)**

**Theory :** International trade - basic concepts, theories and importance to Indian Agriculture, WTO and its implications for Indian economy in general and agriculture sector in particular. TRIPS, TRIMS quotas, anti-dumping duties, quantitative and qualitative restrictions, tariff and non-tariff measures, trade liberalization, economic integration subsidies, green and red boxes, issues for negotiations in future in WTO; CDMs and carbon trade.

Composition of India's foreign trade policy; India's balance of payments. International Monetary arrangements. Exchange rate; exchange rate volatility and international trade, export procedures & documentations, certifications for Exports in agricultural products; Key challenges of international trade in Agriculture.

**ABM 515 Operations Research (1+1)**

**Theory :** Operations Research – Characteristics, scope, phases, methodology and limitations. Linear Programming: Objective, Assumptions, Formulation of Linear Programming Problem, Graphic Method, Simplex method, Transportation and Assignment Problems. 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. 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. Decision making under Risk and uncertainties, Decision problem, Maximax Criterion, Maximin Criterion, Minimax Regret Criterion, Laplace Criterion, Payoff Tables, Decision Trees, Expected Value of perfect Information. Game Theory - Two -Person Zero-Sum Game, Simulation, Network analysis - PERT & CPM.

**Practical :** Formulation and solving of linear programming problems, transportation problem - application to business problems. Integer programming, Goal programming and dynamic programming - formulation and solving business related problems. Application of operations research to Agri-business problems. All practical will be done using statistical software.

**ABM 516 Computers for Managers (1+1)**

**Theory :** Introduction to Computer: What is a Computer, Characteristics of Computer, History of Computer Generations of

Computer, Classification of Computers Computer System, Input-Process-Output Concept Components of Computer Hardware, Application of Computers. Computer System Hardware: Computer Hardware Central Processing Unit – ALU, Registers, CU, Memory Unit – Cache, Primary, Secondary Memory, Instruction Format Instruction Set, Instruction Cycle, Microprocessor Bus – System Bus, Expansion Bus, External Ports, Performance of computer, Inside a computer cabinet. Memory and Storage devices: Memory Representation, Categories of Memory, Memory Hierarchy, Registers, Cache Memory, Primary Memory – RAM, ROM, Secondary Memory, Magnetic Tapes, Magnetic Disk, Floppy Disk, Hard disk, Zip disk, Optical disk, CD-ROM, DVD-ROM, Recordable optical disk, Using computer memory. Interaction of User and Computer: Types of Software, System Software-Operating System, Device Driver, System Utilities, Programming Languages-Machine Language, Assembly Language, High-Level Language, Different generations of Programming Languages, Translator Software- Assembler, Compiler, Interpreter, Linker & Loader, Application Software. Computer Programming Fundamentals: Program, Program Development Process, Algorithm, Control Structures, Flowchart: Symbols, Preparing a Flowchart, Control Structures in Flowchart, Pseudo code: Preparing Pseudo code, Control Structures for Pseudo code, Programming Paradigm: Structured Programming, OOP, AOP, Characteristics of a good program. Data Communication and Computer Network: Importance of Networking, Data Transmission Media: Twisted pair, Coaxial cable, optical fiber, Radio Transmission, Microwave Transmission, Satellite Transmission, Data Transmission across Media: Modes, Speed, Fundamentals of Transmission: Signals, Modulation, Multiplexing, Data Transmission and Networking: Switching, Computer Network: Network types, LAN Topology, Communication Protocol, Network Devices: NIC, Repeater, Bridge, Hub, Switch, Router, Gateway, Wireless Networking: Bluetooth, Wireless LAN & WAN. Internet and Internet Services: Internet and its History, Internetworking Protocol, Internet Architecture, Managing the

Internet, Connecting to Internet, Types of Internet Connections, Internet Address, Internet Services: WWW, e-mail, FTP, Uses of Internet. Information Systems: Data, Information, Knowledge, Characteristics of Information, What is a System, Information System (IS) - Components, Characteristics, Computer-Based Information Systems, Need for Efficient IS, Categories of IS, Operation Support System: TPS, OAS, Management Support System: MIS, DSS, EIS, Specialized System: Expert system, ERP, E-commerce, Careers in IS. Fundamentals of Database: Database, File-oriented approach, Database approach, Data models, Conceptual (entity, relationship, cardinality, E-R model), Representation (Relational, Hierarchical, Network), Physical, Database system: users, software, hardware, data, ANSI/SPARC architecture of database system, DBMS: DDL, DML, DBA, Database system architecture, Centralized, Client-Server, Distributed, Database applications.

**Practical :** MS-Word 2007: Word processing software, MS-Word – Start, Screen, Office Button., Ribbon, Sample exercises. MS-Excel 2007: Spreadsheet software – Basics, MS-Excel – Start, Screen, Office Button, Ribbon, Sample exercises. MS-PowerPoint 2007: Presentation software – Basics, Terminology, MS-PowerPoint – Start, Screen, Office Button, Ribbon, Sample exercises.

### **ABM 517 Management Information System (1+1)**

**Theory :** The concept of MIS - Definition, importance, Course Objective, prerequisites, advantages and challenges; Information Needs of organization, MIS and Decision - Making. Types/ Classification of Information System for organizations - Office Automation Systems, Transaction Processing Systems, Decision Support System, Executive Support System, Knowledge Based Expert System. Applications of MIS in the areas of Human Resource Management, Financial Management, Production/ Operations Management, Materials Management, Marketing Management. Information Technology- concept, applications;

advantages and prerequisites, Choice of Information Technology, Social and Legal Dimension of IT, Strategic MIS, ERP and E Commerce applications, Information security Management.

**Practical :** Solving business oriented problems on the topics covered above.

**ABM 518                      Food Technology and                      (1+1)  
   Processing Management**

**Theory :** 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. 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. 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. 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.

**Practical :** Field visits to Food processing companies, milk and dairy processing units, Rice mills .oil-seed and pulse milling, sugarcane' factories etc.

**ABM 519                      Fertilizer Technologies and                      (1+1)  
   Management**

**Theory :** Fertilizer development - concept, scope, need, resource availability; import and export avenues for fertilizer; types of fertilizers, grading and chemical constituents, role of fertilizers in agricultural production, production and consumption of fertilizer in

India. Raw material needed and principles of manufacturing of nitrogenous, phosphatic and potassic fertilizers, secondary nutrient sources and micronutrient formulations. Straight fertilizers, liquid fertilizers, water fertilizers, complex fertilizers, slow release fertilizers. Production efficiency and capacity utilization; quality control and legal aspects- fertilizer control order. Testing facilities; constraints in fertilizer use and emerging scenario of fertilizer use; assessment of demand and supply of different fertilizers, fertilizer distribution, and fertilizer storage. Field trials and demonstration, fertilizer pricing policy; scope of biofertilizer; environmental pollution due to fertilizer use.

**Practical** Field visits to Fertilizer manufacturing company, dealers, and retailers.

**ABM 520                      Management of                      (1+1)  
   Agro Chemical Industry**

**Theory:** Agro-chemicals: Definition and classification; Basic knowledge of agrochemicals; role and status of agro-chemical industry in India; Pesticides - Classification and Introduction, knowledge of different pesticides. Role and status, management, functioning of the agrochemical industry. Insecticides - Definition and classification based on (a) Mode of Entry (b) Mode of Action and (c) Chemical Structure with example; Insecticidal formulation; preliminary knowledge of mode of action of insecticides; knowledge of plant protection equipment's. Fungicides - Classification and preliminary knowledge of commonly used fungicides; Bio-magnifications of pesticides and pesticidal pollution. Introductory knowledge about development of agro-chemicals; Insecticidal poisoning, symptoms and treatment; Main features of Insecticide Act. Directorate of Plant Protection, Quarantine and Storage - A brief account of its organizational set up and functions; IPM Concept - Bio-pesticides - Plant products. Fertilizer scenario in India - Definition of fertilizers, classification and examples. Manufacture of major nutrient fertilizers- secondary nutrients, micro nutrients,

fertilizer mixtures, granulated fertilizers and uses of fertilizers. Soil amendments- agricultural lime and others- characteristics and uses, bio-fertilizers, plant hormones and tonics.

**Practical** : Field visits to Agro-chemical industries, dealers, and retailers.

### **ABM 521 Farm Business Management (1+1)**

**Theory** : Nature, scope, characteristics and role of farm business management; farm management decisions; farm management problems. Resources- concept, types, cost functions and relationship between economic optima and physical optima. Application of simultaneous equations in farm business. Principles of farm management decisions - principle of variable proportion, cost principle, principle of factor substitution, law of equi-marginal returns, opportunity cost principle, etc. use of various functions used in farm business, profit maximization under limited and unlimited use of revenue functions in farm business. Tools of farm management and farm business analysis - farm planning and budgeting; Farm records and accounts, types and problems in farm records and accounts, net worth statement, farm efficiency measures. Linear programming, break even analysis in farm business activities, decomposition analysis, productivity differential model, factor share. Management of farm resources - Land, Labour, Farm machinery, Farm building, etc. modeling of farm layout, fencing, improving the efficiency of labour. Risk and uncertainty in farming -sources of uncertainty in farming, management strategy to counteract uncertainty and decision making process in *farm* business management under risks and uncertainty. Cost of wrong decisions in input use- profit and production concept.

**Practical** : Empirical estimation of production functions, Profit function, Frontier Production function, optimum combination of enterprises, Independent, joint, supplementary, complimentary and competitive, factor share analysis, derivation of output demand and

factor supply functions, review of literature on applications and limitations of production functions/models.

### **ABM 522 Seed Production Technology and Management (1+1)**

**Theory** : Seed Technology - Role of Seed Technology, its Course Objective and goal, Seed Industry in India, National Seed Corporation - Tarai Seed Development Corporation, State Seed Corporations, National Seed Project and State Farms and their role. Development and Management of Seed Programmes - Seed Village Concept, Basic Strategy of Seed Production and Planning and Organization of Seed Programme; Types of Seed Programme - Nucleus seed, Breeders seed, Foundation seed and Certified seed etc. Maintenance of genetic purity - Minimum seed certification standard and Management of breeders & Nucleus seed; Management of seed testing laboratory and research and development. Management of seed processing plant, seed storage management; seed packaging and handling. Seed Marketing; GM Crop seed, IPR, PBR, Patents and related issues and their impact on developing countries; Statutory intervention in the seed industry; Seed legislation and seed law enforcement, Seed act; Orientation and visit to seed production farms, seed processing Units, NSC, RSSC, RSSCA and seed testing laboratories.

**Practical** : Field visits to Seed production companies, agencies.

### **ABM 523 Technology Management for Livestock Products (1+1)**

**Theory** : Present status of livestock products industry in India - dairy, meat, poultry, skin, hides, wool, etc; Dairy Products- Manufacturing technologies of various dairy products and by-product utilization. Meat and Poultry Products- Manufacturing technologies of meat and meat products, egg and poultry products; production, processing and utilization of wool and animal by-

products. Plant Management- Production planning and control needs and techniques of production control, packaging, preservation and storage system for livestock products; transportation system for domestic markets and international markets. Quality control measures during storage and transit; extent of losses during storage and transport, management measures to minimize the loss. Marketing and distribution of animal products; quality standard for various products; environmental and legal issues involved.

**Practical :** Field visits to livestock production units- dairy, poultry and fishery units.

**ABM 524 Post-Harvest Management of Horticultural Crops (1+1)**

**Theory :** World production and horticulture in India; present status of fruit industry in India and emerging scenario. 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. Post-harvest management in horticulture- procurement management, important factors for marketing, standardization and quality control, packaging. 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. Problems in marketing of fruits, and government policy; quality standards for domestic and international trade.

**Practical :** Field visits to fruits and vegetable processing units.

**ABM 525 Farm Power & Machinery Management (1+1)**

**Theory :** Various sources of farm power, their availability and utilization; Course Objective, importance and present status, level and the scope of farm mechanization. Tractor and power tillage

industry - model, make, capacity, production, present status and future prospects; concept of zero tillage. Farm machinery selection for different size of farm size and for different agro-climatic conditions; scheduling of farm operations for higher efficiencies, indices of machine performance. Cost analysis of operations using different implements, economic performance of machines, and optimization of tractor implements system and transport of farm produce. Agricultural equipments industry - their production, marketing and constraints; establishment of agricultural engineering enterprises (agro service centers, etc.).

**Practical :** Field visits to farm machinery manufacturing companies, dealers and service providers.

**ABM 526 Risk Management (1+1)**

**Theory :** Risk and uncertainty in Agriculture, Types of risk and uncertainty, incorporation of risk and uncertainties in decision making, risk return. Trade off, Risk management strategies- evaluating risk situation, measures to reduce risk and uncertainty, overview of the basic principles of risk assessment and where it fits into the risk analysis process. Insurance - crop insurance, liability insurance, life insurance, health insurance and social insurance. Disaster Management, levels of disaster-input, crop loss, drought, flood, pests and diseases, labor, transportation, etc., Measures to counter disaster-contract farming, agricultural diversification.

**Practical :** Solving business oriented problems on the topics covered above.

**ABM 527 Management of Agribusiness Cooperatives (2+0)**

**Theory :** Cooperative administration- a global perspective, ecology of cooperative administration, cooperative sector and economic development. Cooperative management- nature, functions and purpose of cooperatives - procurement, storage, processing,

marketing, process of cooperative formation, role of leadership in cooperative management. The state and cooperative movement, effects of cooperative law in management, long range planning for cooperative expansion, policy making. Human resource management, placement and role of board of directors in cooperative management. Overview of agribusiness cooperative - credit cooperatives, cooperative marketing, dairy cooperative; financing agribusiness cooperative.

### **ABM 528 Agribusiness Financial Management (1+1)**

**Theory :** Importance, need and scope of financial management; classification and credit need in changing agriculture scenario; finance functions, investment financing; balance sheet, income statement, cash flow statement for agribusiness. Financial planning and control- assessment of financial requirement of an agribusiness unit; leverage - concept of leverage, financial and operating leverage; factor affecting capital structure, features of an optimal capital structure. Working capital management - concept and components of working capital, need for working capital in agribusiness, management of cash and accounts receivables, and inventory for agribusiness. Capital budgeting - steps and concept of capital budgeting, appraisal criteria - payback period, average rate of return, net present value, benefit cost ratio and internal rate of return. Agri-business financing system in India - functioning of cooperative credit institutions, commercial banks, regional rural banks, NABARD, Agro- Industries Corporation, etc in agribusiness financing.

**Practical :** Working out problems- preparation of fund flow and cash flow statements-preparation of capital structure models and application and analysis of case studies. Presentation of case studies in class rooms, Problems on Capital budgeting techniques, Problems on corporate finance, preparation and analysis of Balance sheet and income statement.

### **ABM 529 Food Retail Management (1+1)**

**Theory :** Introduction to Food Retailing, Foreign Investment in 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. 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. Application of these principles to small and family owned business and retail business. 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, Retail mix for food retailing, Management of sales promotion and Publicity, Advertisement Strategies for food retailers. Implications of 4P's and advertising strategies for retail business (small, family owned and "large business) consumers, and producers. Location management. Managing Retail Operations, Managing Retailers' Finances, Merchandise buying and handling, Merchandise Pricing, Logistics, procurement of Food products and Handling Transportation of Food Products. 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. Measuring of the efficacy of these principles and its' long term effects on consumers and business (small, family owned and large business). Implications for AGBM programs for equipping students with relevant and applicable skills.

**Practical :** Field visits to organized food retailers.

**ABM 530                    Management of Agricultural                    (2+0)**  
**Input Marketing**

**Theory :** Agricultural input marketing - meaning and importance; Management of distribution channels for agricultural input marketing; Agricultural inputs\ and their types - farm and non-farm, role of cooperative, public and private sectors in agri- input marketing. Seed-Importance of seed input; Types of seeds- hybrid, high yielding and quality seeds; Demand and supply of seeds; Seed marketing channels, pricing, export-import of seeds; Role of NSC and State Seed Corporation. Chemical Fertilizers- Production, export-import, supply of chemical fertilizers, Demand/consumption, Prices and pricing policy; subsidy on fertilizers; marketing system - marketing channels, problems in distribution; Role of IFFCO and KRIBCO in fertilizer marketing. Plant Protection Chemicals- Production, export/ import, consumption, marketing system - marketing channels; Electricity/Diesel Oil- marketing and distribution system; pricing of electricity for agriculture use; subsidy on electricity. Farm Machinery- Production, supply, demand, Marketing and distribution channels of farm machines; Agro-industries Corporation and marketing of farm machines / implements/ Equipments.

**ABM 531                    Commodity Marketing and                    (1+1)**  
**Futures Trading**

**Theory :** Overview of commodity marketing system, the challenges and opportunities in Commodity Trading, Behaviour of Agriculture Commodity Markets, Business and Policy Aspects, Physical Markets/Spot Market, Forward Contract, Futures Contract, Auction and Reserve Auction, Futures, Exchanges and Trading, Indian Business Environment, Indian Commodity Futures Market, Price Discovery, Commodity Futures, Trading Activities in Futures Market, Individual Trading Behaviour, Hedging and Speculation in Futures Market, Market Equilibrium and Performance, Sectoral

Analysis (agri. commodities), Technical Analysis, Forecasting Techniques, Performance and Efficiency of Futures Market, Online Marketing Systems in Indian Futures Market, Different type of Futures Markets in India. Contract farming **Practical** Field visit to spot market, forward contract, futures contract, auction and futures market

**ABM 532                    Agri Supply Chain Management                    (1+1)**

**Theory :** Supply Chain: Changing Business Environment; SCM: Present Need; Conceptual Model of Supply Chain Management; Evolution of SCM; SCM Approach; Traditional Agri. Supply Chain Management Approach; Modern Supply Chain Management Approach; Elements in SCM. Drivers of Supply Chain-Inventory, Facilities, Transportation, technology, sourcing and pricing, Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management. Procurement Management in Agri. Supply chain: Purchasing Cycle, Types of Purchases, Contract/ Corporate Farming, Classification of Purchases Goods or Services, Traditional Inventory Management, Material Requirements Planning, Just in Time (JIT), Vendor Managed Inventory (VMI). Logistics Management: History and Evolution of Logistics; Elements of Logistics; Management; Distribution Management, Distribution Strategies; Pool Distribution; Transportation Management; Fleet Management; Service Innovation; Warehousing; Packaging for Logistics, Third-Party Logistics (TPL/3PL); GPS Technology. Concept of Information Technology: IT Application in SCM; Advanced Planning and Scheduling; SCM in Electronic Business; Role of Knowledge in SCM; Reverse Logistics, pricing and revenue management.

**Practical :** Preparing supply chain models.

**ABM 533 Business Mathematics (1+1)**

**Theory :** Functions and progressions- introduction, definition of constant, parameter, variable and function, types of functions, solutions of functions, business applications, sequences and series, Arithmetic progression, geometric progression. Differential Calculus- Introduction, set theory, Venn diagram, maxima and minima, limit & continuity, concept of slope and rate of change, concept of derivative, Rules of differentiation, business applications of the derivatives, concepts of maxima and minima with managerial application. Integral Calculus, Introduction, Concept of Integration, Standard result of integration, integration using partial fractions, Definite integrals, Business application of the integration, Matrices- Introduction, definition and notation, Some special matrices, matrix representation of Data, Operations on matrices, Determinant of a square matrix, inverse of a matrix, inverse of matrix. Solution of linear simultaneous equations, Application in Business, Application of matrices. Trigonometric, functions, concept of slope, rate of change, Standard result of trigonometry, rules of trigonometry, Applications to business problems. Sequences and Series- Arithmetic progression, Geometric Progression.

**Practical :** Solving business oriented problems on the topics covered above

**ABM 534 Livestock and Poultry Management (1+1)**

**Theory :** Poultry and hatchery industry; role of management in poultry industry. Planning and establishing a poultry and hatchery unit- location, size and construction; farm and hatchery equipments and physical facilities; organizing and managing a poultry farm and hatchery. Broiler farm management, layer farm management, vertical integration in poultry. Incubation and hatching; production of quality chicks and eggs; factors affecting hatchability; bio-security and hatchery sanitation; handling of hatching eggs; maintaining chick quality-chick grading, sexing, packing, dispatch,

transportation and chick delivery. Franchise hatcheries; custom hatching; brooding; growing and laying management; crisis management; industrial breeding, feeding, housing and disease management; waste management; Record management; cost accounting and budgetary control. Risks and insurance; personal management- labour relations including wages and salaries, job evaluation and employee appraisal; marketing management-direct sale and sale through franchisees/ agents, advertisement, sale and after sale services, other innovative sales strategies.

**Practical :** Field visit to poultry production units, hatcheries.

**ABM 535 Management of Floriculture and Landscaping (1+1)**

**Theory :** Introduction, importance and scope of floriculture industry; Recent advances in floriculture industry. Evolution of new cultivars; and production technology of ornamental plants; special techniques for forcing of flowers for export. Drying and dehydration of flowers; response of flowers to environmental conditions; importance and scope of landscape gardening. Style of gardening, Anesthetic and Socio-aesthetic planning of old and newly developed towns and cities; commercial cultivation of flower crops (rose, jasmine gladiolus, tuberose, marigold, aster, carnation, gerbera, cilium chrysanthemum; use of plant regulators in flower production. Extraction, purification and storage of essential oils and perfumes; post-harvest changes in cut flowers, storage and packing of cut flowers; determining optimum time of harvesting of flowers for export and home use.

**Practical :** Field visit to floriculture units.

**ABM 536 Rural Marketing (2+0)**

**Theory :** Concept and scope of rural marketing, nature and characteristics of rural markets, potential of rural markets in India,

rural communication and distribution. Environmental factors - socio-cultural, economic, demographic, technological and other environmental factors affecting rural marketing. Rural consumer's behaviour - behavior of rural consumers and farmers; buyer characteristics and buying behaviour; Rural vs urban markets, customer relationship management, rural market research. 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. Promotion and communication strategy - Media planning, planning of distribution channels, and organizing personal selling in rural market in India, innovation in rural marketing.

#### **ABM 537 Agricultural Marketing Management (2+0)**

**Theory :** 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. 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. Pricing policies and practice for agribusiness - determinants of price, objectives of pricing policies and pricing methods. Promotional management - advertising planning and execution; sales promotion; grading and standardization. Distribution management - storage and warehousing and transport. Distribution management for agricultural products; marketing agencies/intermediaries - roles and functions; distribution channels involved in agribusiness.

#### **ABM 538 Application of e-commerce in Agri-business (2+0)**

**Theory :** Brief History of e-commerce (EC) - EC Definitions & Concepts- The Dimensions of Electronic commerce. Pure EC: all dimensions are digital-Partial EC: a mix of digital and physical Dimensions. Internet vs Non-Internet EC- VANs-value-added networks-LANs-Local Area Networks. Single computerized machines using a smart card in a vending machine- Using a cell phone to make an online purchase Inter Organizational Systems. E-markets-Inter Organizational Information Systems (IOS), Consumer-to-business (C2B)-Consumer-to-consumer (C2C) Mobile commerce (m-commerce)- Local-commerce-(Local-commerce), Consumer-to-consumer (C2C)-Exchange (Electronic Exchange-to-exchange) Business-to-employee (B2E)-E-government Government-to-citizens, Interdisciplinary Nature of EC- EC Successes-EC Failures. Business Models-Business Plans and Business Cases-Structure of Business Models. Typical Business Models in EC-Online, direct marketing-Electronic tendering systems. The Benefits of EC-Benefits to Organizations-Benefits to consumers-Benefits to Society. Inter organization and Collaboration - Reach vs richness- Supply chain improvements-Mass customization-Mass production, The Limitations of EC- Technical limitations.



**UNIVERSITY OF AGRICULTURAL SCIENCES  
BENGALURU**



**MASTER OF BUSINESS ADMINISTRATION  
(AGRIBUSINESS MANAGEMENT)  
PROGRAMME**

*Compiled and Edited by*  
Professor and Head  
Dept. of Agricultural Marketing, Cooperation and  
Business Management  
GKVK, Bengaluru

**Academic Information  
and  
Regulations-cum-Syllabus  
(Semester System)**

*Published by*  
Directorate of Post Graduate Studies  
GKVK, Bengaluru

**2017-18**

**DIRECTORATE OF POST GRADUATE STUDIES  
UNIVERSITY OF AGRICULTURAL SCIENCES  
GKVK, BENGALURU - 560065**

## CONTENTS

Particulars	Page No.
A. Academic Information and Regulations	
1.0 Title	1
2.0 Definitions	1
3.0 Mode of Admission	3
4.0 Residential Requirements	3
5.0 Time Limit for Completion of the Degree	4
6.0 Migration Certificate	4
7.0 Registration for the first semester	4
8.0 Registration for second and subsequent semesters	5
9.0 Fee	6
10.0 Credit Requirement	7
11.0 Permissible Work Load	8
12.0 Attendance	8
13.0 Advisory Committee	9
14.0 Examination and Evaluation	9
15.0 Submission of Grade Reports	12
16.0 Qualifying Examination	13
17.0 Seminars and Colloquia	16
18.0 Project Work	17
19.0 Project Work Submission and Final Viva-voce	18
20.0 Scholarships and Student Aid Fund	20
21.0 SC / ST Scholarship	21
22.0 Student Aid Fund	22
23.0 Regulations Governing the Conduct of Examinations and Prevention of Malpractices among Students	23

Particulars	Page No.
24.0 Regulations Governing the Prevention of Malpractices Among Students	4
25.0 Regulations for the maintenance of discipline among the students	25
26.0 Convocation	27
27.0 Regulation Relating to the Scheme of Honouring Students of Outstanding Merit	28
28.0 Determining Class/ Distinction	29
29.0 Disclaimer	29
B. Course Syllabus	30