

DISCIPLINE SPECIFIC ELECTIVE COURSE

DSE FT 02 B: Agribusiness Management

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITE OF THE COURSE

| Course title & code | Credits | Credit distribution of the course | | | Eligibility criteria | Pre-requisite of the course (if any) |
|-------------------------|---------|-----------------------------------|----------|--------------------|-----------------------|--------------------------------------|
| | | Theory | Tutorial | Practical/Practice | | |
| Agribusiness Management | 4 | 2 | 0 | 2 | XII Pass with PCM/PCB | NIL |

Learning Objectives

- To develop an insight of agribusiness management
- To develop an insight for different types of marketing management
- To gain knowledge and acquired skills for setting up an agribusiness and its management.

Learning Outcomes

After completing this course, students will be able to:

- Understand the basic knowledge of Agri-business management
- Develop insight for Agricultural Supply Chain Management
- Examine the role of various type of marketing management in agri-business
- Understand the different support system for agri-business
- Skill Development- After studying this paper, students will be able to identify entrepreneurial potential in agribusiness and explore the scope of sustainable agricultural produce, marketing and supply chain management. This paper would also improve the skill set of the students, enhance their agribusiness managerial skills and leadership quality which will entitle them to work in industries.

SYLLABUS OF DSE FT05

THEORY

Credits 2 (30 Hours)

Unit 1 Concepts and application of agribusiness

15 Hours

Unit Description: The unit will provide an understanding of the Concepts and application of agribusiness.

Subtopics:

- Nature and Characteristics of Agribusiness

- Agro-based Industries in India
- Agricultural Supply Chain Management
- Strategic Management in Agribusiness
- Contract Farming
- ICT In Agribusiness

UNIT II: Marketing Management **15 Hours**

Unit Description: The unit will provide knowledge on the concept of marketing management

Subtopics:

- Concepts of Marketing
- Marketing management: role of management in agri-business, attributes and responsibility of manager
- New product development and Product life cycle
- Product-mix, 4Ps of marketing

Practical
Credit : 2, Hours: 60

1. Study of various business models in agri-business
2. Case study of Agri business and its aspects
3. Study of farm records & inventory
4. Study of system of book keeping & accountancy
5. Study of farm planning techniques & situations
6. Study of farm budgeting techniques & types
7. Study of balance sheet financial ratio analysis
8. Study of preparation of cash flow plan
9. Visit of Agri business enterprise

Essential Readings:

- Baker, G.A., Grunewald, O. Gorman, W.D. (2002) Introduction to food and agribusiness management: Prentice Hall of India, New Delhi.
- Kottler (1994). Marketing Management: Prentice Hall of India, New Delhi.
- S.S.Johl, T.R.Kapoor (2017) Fundamentals of farm business management: Kalyani Publishers, Ludhiana
- David, D. & Erickson, S. (1987) Principles of Agri Business Management. New Delhi: Mc Graw Hill Book Co.

Suggested Readings:

- Jakobsen, G. & Torp, J.E. (2001). Understanding Business systems in developing countries.
- Ahmad, S.M. (2000). Management Info Guide.
- Prasanna, C. (1996). Projects, Planning, Analysis, Selection, Implementation and Review. New Delhi:Tata McGraw-Hill Publishing Company Limited.
- K. Loknandhan, K. Mani, K. Mahendran (2015). Innovations in Agribusiness Management
- Tripathi (2012). Principles of Management: Tata McGraw-Hill Education

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.