

**SWAMI VIVEKANAND UNIVERSITY, SIRONJA,
SAGAR (M.P.)**



SYLLABUS

For
Post Graduate Diploma
in
Agribusiness Management
Department of Agriculture Science
Faculty of Agriculture Science
Course Code: PGDABM

Duration of Course : 2 Years

Examination Mode : Yearly

Swami Vivekanand University, Sironja Sagar (M.P.)



“Course Distribution”

PG Diploma in Agribusiness Management			
Sr. No.	Paper Code	Paper Name	Sub Code
1.	ABM-101	MANAGEMENT PRACTICES AND ORGANISATIONAL BEHAVIOUR	MPOB
2.	ABM-102	MANAGERIAL ECONOMICS	ME
3.	ABM-103	QUANTITATIVE TECHNIQUES AND OPERATIONS RESEARCH	QTOR
4.	ABM-104	MARKETING MANAGEMENT	MM
5.	ABM-105	BUSINESS COMMUNICATION	BC
6.	ABM-106	ACCOUNTING FOR MANAGERS	AM
7.	ABM-107	MANAGEMENT INFORMATION SYSTEM	MIS
8.	ABM-108	BUSINESS LAW AND ETHICS	BLE
9.	ABM-109	RURAL MARKETING	RM
10.	ABM-110	AGRICULTURE AND FOOD RETAILING	AFR



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PG Diploma in Agribusiness Management			
Sr. No.	Paper Code	Paper Name	Sub Code
1.	ABM-201	HUMAN RESOURCE MANAGEMENT	HRM
2.	ABM-202	FINANCIAL MANAGEMENT	FM
3.	ABM-203	BUSINESS ENVIRONMENT	BE
4.	ABM-204	PRODUCTION AND OPERATIONS MANAGEMENT	POM
5.	ABM-205	RESEARCH METHODOLOGY	RM
6.	ABM-206	ENTREPRENEURSHIP DEVELOPMENT	ED
7.	ABM-207	AGRI ECONOMICS	AE
8.	ABM-208	AGRI BUSINESS AND CO-OPERATIVE MANAGEMENT	ABCM
9.	ABM-209	FOOD PROCESSING AND FARM MACHINERY MANAGEMENT	FPFMM
10.	ABM-210	AGRI TECHNOLOGY MANAGEMENT	ATM
11.	ABM-211	SUMMER TRAINING, PROJECT REPORT & VIVA-VOCE	-
12.	ABM-212	DISSERTATION & VIVA-VOCE	-



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FIRST YEAR-

ABM-101- MANAGEMENT PRACTICES AND ORGANISATIONAL BEHAVIOUR

Unit-I: Evolution of management thought, systems and contingency approach for understanding organizations, managerial process, functions, skills and roles in organizations

Unit-II: Social responsibility of business, communication

Unit-III: Understanding the managing individual behaviour-perception, personality, values, attitudes, learning, work motivation, individual decision making and problem solving

Unit-IV: Understanding and managing group process-interpersonal and group dynamics, applications of emotional intelligence in organizations, group decision making, leadership and influence process.

Unit-V: Understanding and managing organizational system-organizational decision and structure, work stress

References:

1. **Management and Organizational behavior.** Laurie J. Mullins. Pearson Education Limited, Edinburgh Gate, Harlow, Essex, England



ABM-102- MANAGERIAL ECONOMICS

Unit-I: Concepts and Techniques – Nature of Business Decision-making, Marginal and Optimization Concepts, Theory of Demand, Demand Functions, Income and Substitution effects, Elasticity of Demand, Demand Forecasting.

Unit-II: Production and Cost – Returns to Scale, Cost curves, Short-run and Long-run cost Curves, Economies of Scale

UNIT-III: Theory of Profit Maximization, Perfect Competition, Monopoly, Oligopoly.

Unit-IV: Macro economics aggregates and concepts of national income; Determination of national income, Aggregate Consumption, Consumption Function, Decision to Invest.

Unit-V: Concept and measurement, Fiscal impact and investment, Inflation, Monetary Policy, Fiscal policy.

References:

1. Managerial Economics. Yogesh Maheshwari. PHI Learning Pvt.Ltd.



ABM-103- QUANTITATIVE TECHNIQUES AND OPERATIONS RESEARCH

Unit-I: Mathematical basis of managerial decision: Functions-application of functions-some special functions A.P. & G.P. and their managerial applications, Matrices

Unit-II: Markov Chains and their applications, frequency distribution and their analysis

Unit-III: Probability theory and probability distributions: Binomial, Poisson, Normal and Exponential

Unit-IV: Transportation and assignment models including trans-shipment and routing problems, queuing theory, Inventory management techniques

Unit-V: PERT/CPM, Decision theory and decision trees, Game theory, goal programming, Simulation

References:

1. Quantitative Techniques and Operations Research. Gupta P.K.and Gupta S.P..Sultan Chand and Sons



ABM-104- MARKETING MANAGEMENT

Unit-I: Nature and scope of marketing, the marketing environment, environment scanning, Marketing Information System and Marketing Research

Unit-II: Understanding consumer and industrial markets, market segmentation, targeting and positioning, Product decisions—product mix, product life cycle, new product development, branding and packaging decisions, pricing methods and strategies

Unit-III: Channel management Decisions, wholesaler, retailer and physical distribution system

Unit-IV: Promotion decisions-promotion mix, advertising, sales promotion, personal selling, public relations

Unit-V: Evaluation and control of marketing efforts, consumerism, green marketing, international marketing

References:

1. Principles of Marketing. Philip Kotler, Gary Armstrong, Ehsan Ul Haque and Prafulla Agnihotri. Pearson



ABM-105- BUSINESS COMMUNICATION

Unit-I: Importance and nature of business communications, Effective communication skill

Unit-II: Process of communication, barriers and gateways in communication

Unit-III: Do's and don'ts of business writing, commercial letters, writing business reports

Unit-IV: Oral communication-Presentation of reports, public speaking and negotiations

Unit-V: Legal aspects of business communication

References:

1. Business Communication and Soft Skill Laboratory Manual. D.Sudha Rani. Pearson Education



ABM-106- ACCOUNTING FOR MANAGERS

Unit-I: Financial Accounting-concept, importance and scope: Generally accepted accounting principles, Indian accounting standards, International accounting standards and IFRS: overview of accounting cycle

Unit-II: Preparation of basic financial statements-Income statement, Balance Sheet, Funds flow statement, Cash flow statement

Unit-III: Concept and need for financial statement analysis, different techniques-horizontal, vertical, ratio analysis, Economic Value Added, Shareholder's Value Added, Market Value Added, Altman model on prediction of corporate bankruptcy

Unit-IV: Cost Accounting Vs. Financial Accounting, cost classifications, cost sheet, standard costing and variance analysis

Unit-V: Budgeting and budgetary control, performance budgeting, zero base budgeting, marginal costing and breakeven analysis

References:

1. Accounting for Managers. M.E.Thukaram Rao. New Age International Private Limited.



ABM-107 -MANAGEMENT INFORMATION SYSTEM

Unit-I: MIS:Introduction,objective,definition,benefits,characteristics,information system level, types of information system, resistance to MIS, implementing MIS, features and components of MIS

Unit-II: Decision support system: Introduction, architecture, components, limitation, development

Unit-III: Data base and modelling: database models, objectives of DBMS, use of database, database administrators, language, data modelling concept, hierarchies model, network model, relational model,normalisation,CODD"12" rule, ER diagram

Unit-IV: Introduction to emerging trends technology, Expert system, knowledge management, A.I., data mining, data warehousing, E-CRM, software development life cycle and models

Unit-V: Software security: Threats, method of safety, cryptography, digital signature, RSA algorithm

References:

1. Management Information System. Effy Oz, Cengage Learning.



ABM-108- BUSINESS LAW AND ETHICS

Unit-I: The Indian Contract Act, 1872: Essentials of a valid contract, void agreements, performance of contracts, breach of contract and its remedies, quasi contracts

Unit-II: The Sale of Goods Act, 1930: Formation of a contract, rights of an unpaid seller, the Negotiable Instruments Act, 1881: Nature and types, negotiation and assignments, holder-in-due course, dishonour and discharge of a negotiable instrument

Unit-III: The Companies Act, 1956: Nature and types of companies, formation, memorandum and articles of association, prospectus, allotment of shares, shares and share capital, membership, borrowing powers, Cyber Laws and Consumer Protection Act, 1986

Unit-IV: The Companies Act, 1956: Management and meetings, accounts and audit, compromise arrangements and reconstruction, prevention of oppression and mismanagement, winding up. Teaching ethics, Business ethics, Trans-cultural human values in management education, relevance of values in management, need for values in global change-Indian perspective

Unit-V: Values for managers, holistic approach for managers in decision making, secular vs. spiritual values in management, personal growth and lessons from ancient Indian educational system, science and human values

References:

1. Business Law, Ethics and Communication. Rajnish Kumar. Make My Delivery



ABM-109- RURAL MARKETING

Unit-I: Nature, characteristics and the potential of rural markets in India, Socio-cultural, economic and other environmental factors affecting rural marketing, Attitudes and behaviour of the rural consumers and farmers

Unit-II: Product planning, media planning, planning of distribution channels and organizing personal selling in rural markets in India

Unit-III: Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors, Organization and functions of agricultural marketing in India, Classification of agricultural products with particular reference to seasonality and perishability

Unit-IV: Processing facilities for different agricultural products, Role of warehousing, Determination of agricultural prices and marketing margins, Role of Agricultural Price Commission, Role of Central and State governments

Unit-V: Institutions and organizations in agricultural marketing, Unique features of commodity markets in India, Problems of agricultural marketing, Nature, scope and role of cooperative marketing in India

References:

1. Rural Marketing: Concepts and Practices. Balram Dogra and Karminder Ghuman. Mcgraw Hill Education



ABM-110- AGRICULTURE AND FOOD RETAILING

Unit-I: Fundamentals of retailing-unorganized vs. organized retail, elements of retail marketing mix, SWOT analysis of retail industry in India, Retail formats and classification of retailers, relationship between agriculture and food retailing

Unit-II: Retail marketing in the modern age; Importance of e-commerce, business environment for e-retailing, the digital age and the new global culture for retailing with special reference to food retailing in local, national and global context

Unit-III: Retail strategic planning and operations management, evaluating the competition in retailing, market selection and location analysis, customer services and retail selling with special reference to agri- business

Unit-IV: Retail merchandising, merchandise selection and planning, range planning, category management; retail pricing: strategies and techniques with special reference to food retailing

Unit-V: Retail brand positioning, differentiation, gaining strategic competitive advantage, promotion of retail brand, retailing and creating right atmosphere, ambience and interior & exterior environment with special reference to food retailing.

References:

1. Organized Retailing and Agri Business- N.Chandra Sekhara Rao, R.Radhakrishna, Ram Kumar Mishra and Venkata Reddy Kata. Springer India



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SECOND YEAR

ABM-201- HUMAN RESOURCE MANAGEMENT

Unit-I: Concepts and perspectives on human resource management, HRM in a changing environment

Unit-II: Corporate objectives and human resource planning, Career succession planning, job analysis and role description

Unit-III: Methods of manpower search: attracting and selecting human resources, Induction and socialization

Unit-IV: Manpower training and development, performance appraisal and potential evaluation, job evaluation and wage determination, employee welfare

Unit-V: Industrial relations and trade unions, dispute resolution and grievance management, employee empowerment

References:

1. Human Resource Management. Uday Kumar Haldar. Laxmi Publication.



ABM-202- FINANCIAL MANAGEMENT

Unit-I: Aims, objectives, scope and functions of financial management, Financial markets, instruments and regulatory authority, Time value of money-interest, present and future value calculation

Unit-II: Cost of capital-significance, estimation and components and weighted average cost of capital, estimation of return and risk on a single security: portfolio return and risk; risk –return relationship of two security portfolio, valuation of bonds; types of yield on bonds. Equity valuation by using dividend discount model. Bonus issue and equity valuation

Unit-III: Capital budgeting decisions-Significance, estimation cash flows, appraisal methods, NPV Vs.IRR method, risk and uncertainty in capital budgeting decisions, simulation in capital budgeting decisions. Management of working capital-Cash, receivables and inventory management

Unit-IV: Leverage-Business risk vs. Financial risk, operating leverage-Fixed operating expenses, degrees of operating leverage (DOL). Financial Leverage-Fixed financial charges, Degree of Financial Leverage (DFL), Financial break-even point and indifference point

Unit-V: Multinational financial management-An overview, Evolution of the International Monetary and Financial system, The foreign investment decision, political risk management, Country risk analysis, Managing short-term assets and liabilities, Long-term financing Financial policy, sources of finance: external, internal, owned, debt, foreign financial participation; raising finance-some important issues: effect of legal form of organization, provisions of the Companies Act, control of capital issues; need for financing agri business in India, assessment of the capacity of the borrowers to borrow and repay financial markets: money and capital markets; regional and all India financial institutions: commercial banks, regional rural banks, NABARD, cooperatives'(NCDC and other institutions) Agro Industries Corporation, IDBI, IFCI, ICICI, SFCs, SIDCs; LIC, Non-banking financial companies.

References:

- 1. Financial Management.** Yatish Kumar. United Publishers
- 2. Financial Management.** Anil Kumar Dhagat. DreamTech Press



ABM-203- BUSINESS ENVIRONMENT

Unit-I: Nature, features and scope of business, concept of environment, interaction between business and environment, The emerging Indian and global scenario, Economic systems, Business and society, Economic role of government

Unit-II: Monetary and fiscal policies, Industrial Policy, Industries(Development and Regulation)Act, Industrial Licensing Policy; Public ,Private, Joint and Co-operative sectors; Micro, Small and Medium Enterprises in India

Unit-III: Planning in India, Balanced regional development, Development of backward areas, SEZs, Industrial sickness in India

Unit-IV: Environmental Management: Need for sustainable development, environmental accounting, Regulatory framework of environmental management, National Environment policy

Unit-V: Foreign capital and technology, Foreign Trade Policy of India, Corporate Social Responsibilities, Corporate Governance, Corporate Restructuring

References:

- 1. Business Environment.** S.Sankaran. Margham Publication.
- 2. Business Environment.** Pippa Riley. Viva Books



ABM-204- PRODUCTION AND OPERATIONS MANAGEMENT

Unit-I: Nature and scope of production and operations management; facility location; types of manufacturing systems and layouts; layout planning and analysis

Unit-II: Material handling-principles, equipments, line balancing-problems; operation decision, production planning and control-in mass production-in batch/job under manufacturing

Unit-III: Capacity planning-models; process planning—aggregate planning—scheduling-maintenance management concept-work study, method study, work measurement, work sampling, work environment, industrial safety

Unit-IV: Material Management: An overview of material management, material planning, budgeting and material requirement planning; purchase management; stores management

Unit-V: Quality assurance—Acceptance sampling, statistical process control, total quality management, ISO-9000; maintenance management; safety management

References:

- 1. Production and Operations Management.** R.B.Khanna. Prentice Hall of India Pvt.Ltd.
- 2. Production and Operations Management.** S.A. Chunawalla. Himalaya Publishing House.



ABM-205- RESEARCH METHODOLOGY

Unit-I: Nature and scope of research methodology; problem formulation and statement of research objectives; value and cost of information—Bayesian decision theory

Unit-II: Organization structure of research; research process; research designs-exploratory, descriptive and experimental research designs

Unit-III: Methods of data collection—observational and survey methods; questionnaire design; attitude measurement techniques; motivational research techniques; administration of surveys; sample design

Unit-IV: Selecting an appropriate statistical technique; field work and tabulation of data; analysis of data; use of SPSS and other statistical software packages; advanced techniques for data analysis-ANOVA, Discriminant analysis, factor analysis, conjoint analysis

Unit-V: Multidimensional scaling and clustering methods; research applications

References:

- 1. Research Methodology: Methods and Techniques.C.R.Kothari. Sage South Asia**
- 2. Research Methodology: A step by step guide for beginners. Ranjit Kumar.Sage Publications.**



ABM-206- ENTREPRENEURSHIP DEVELOPMENT

Unit-I: Concept and overview of entrepreneurship-definition, nature and characteristics, need and importance, benefits of being an entrepreneur, types of entrepreneurs, entrepreneur and entrepreneurship, entrepreneur vs. manager, entrepreneurs vs. entrepreneurs; evolution and growth of entrepreneurship in India—factors affecting growth of entrepreneurship in India, Indian society and entrepreneurship development; role of entrepreneurship in economic development

Unit-II: Entrepreneurial characteristics, skills and competencies, role of entrepreneurs, Entrepreneurial input; entrepreneurial behaviours and entrepreneurial motivation. N-Achievement and managerial success, entrepreneurial development programme in India-History, support, objectives, stages of performances; planning and EDP-objectives. Target group, selection of centre, pre-training work; Government policy towards MSMEs

Unit-III: Building a new identity-identity search, identity formation and identity establishment; rural entrepreneur, women entrepreneur, minority group; managing innovation function; goal settings-goal settings theory, MBO as a goal setting process, SMART goal setting; creativity and problem solving—source of business idea, ideation, idea generation methods, idea processing, input requirements, problem-inventory analysis, barriers to problem solving, problem solving techniques

Unit-IV: Business opportunities in the context of industrial policy of the State, role of business incubation centres in promoting entrepreneurship, start-up policy framework and incentives, Entrepreneurial success in rural areas, case study of successful entrepreneurs

Unit-V: Sources and criteria of financing, fixed and working capital assessment, technical assistance, marketing assistance, sickness of units and remedial assistance, preparation of feasibility reports and legal formalities and documentation, role of DICs in the districts of the state.

References:

- 1. Entrepreneurship Development.** Richa Sharma, Sapna Mathur and Nitin Tripathy. Vikas Publishing House.
- 2. Entrepreneurship Development and Small Scale Business.** Sapna Bansal. Galgotia Publishing Company.



ABM-207- AGRI ECONOMICS

Unit-I: Agriculture and Economic Development- Nature and scope of agricultural and rural economics; Traditional agriculture and its modernization; Role of agriculture in economic development; Interdependence between agriculture and industry

Unit-II: Diversification of Rural Economic activities- Livestock economics- Livestock resources and their productivity ; White revolution ; Fishery and poultry development ; Forestry, horticulture and floriculture ; Issues and problems in rural industrialization and development of agro-based industries.

Unit-III: Agricultural production and productivity- Agricultural production- Resource use and efficiency; production function analysis in agriculture, factor combination and resource substitution; Cost and supply curves; Size of firm and laws of returns.

Unit-IV: Agricultural prices- marketing and state policy ; Agricultural markets and market efficiency-Marketing functions and costs ; Market structure and imperfections ; regulated markets ; marketed and marketable surplus ; Crop insurance ; Terms of trade between agricultural and non-agricultural prices ; Need for state interventions ; Objectives of agricultural policy- Instruments and evaluation ; Food security in India and Public Distribution System.

Unit-V: Rural savings and capital formation; characteristics and sources of rural credit institutional and non-institutional; Reorganization of rural credit- cooperatives, commercial banks, regional rural banks, Role of NABARD.

References:

- 1. A Text Book of Agricultural Economics. C.B.Singh and R.K. Singh. Laxmi Publications.**
- 2. Agricultural Economics. D.S. Chauhan. Laxmi Narain Agarwal Educational.**



ABM-208- AGRI BUSINESS AND CO-OPERATIVE MANAGEMENT

Unit-I: Agricultural business management, forms of business organization, production relationships, cost concept, farm planning

Unit-II: Agricultural marketing, agribusiness and balance sheet analysis, project preparation, role of agro-processing in agribusiness development

Unit-III: Principles of cooperation, process of cooperative formation, cooperative legislation, governance in agribusiness cooperatives, management of cooperatives, overview of agribusiness cooperatives

Unit-IV: Credit cooperatives, production/processing based cooperatives, cooperative marketing, dairy cooperatives, tribal cooperatives

Unit-V: Financing agribusiness cooperatives, business development planning for cooperatives, MIS for agribusiness cooperatives, collective action and leadership in cooperatives, promotion of cooperative movement-education and training

References:

1. Cooperative Management: Principles and Techniques. S.Nakkiran.Deep and Deep, New Delhi

2. Agricultural Business Management. Nagaraja H. Murthy. Himalaya Publishing House, New Delhi.



ABM-209- FOOD PROCESSING AND FARM MACHINERY MANAGEMENT

Unit-I: Present status of food industry in India, introduction to operations of food industry, basic principles of food processing and food preservation, packaging of foods, analysis of costs in food organizations

Unit-II: Risk management, Laws and regulations related to food industry, food production and marketing, quality management, quality standards, PFA, ISO, etc.

Unit-III: Farm machinery selection for different farm size and for different agro climatic conditions, scheduling of farm operations for higher efficiencies, indices of machine performance

Unit-IV: Cost analysis of operations using different implements, economic performance of machines, optimization of tractor implement system and transport of farm produce

Unit-V: Case studies on project formulation in various types of food industries—cereals and pulses, milk and dairy products, processing of fruits and vegetables, egg and poultry processing; agricultural equipments industry- their production, marketing and constraints; establishment of agricultural engineering enterprise (agro service centers, etc.)

References:

- 1. Food Processing Technology: Principles and Practice.** PJ Fellows. Wood Head Publishing.
- 2. Farm Power and Machinery Management.** Donnell Hunt. Wave Land Press. Inc.



ABM-210- AGRI TECHNOLOGY MANAGEMENT

Unit-I: Technology management-Aims and objectives, technology absorption and diffusion, technology marketing issues, management of technological change: R&D activities and costing of technologies, government and private initiatives for upliftment of technology for agriculture

Unit-II: Identification of agri technology, technologies profiles, agro ecological and socio economic conditionality, refinement and adoptability of technology; technological need and preparatory management, policy perspectives

Unit-III: High-tech horticulture-high density planting in fruit crops, integrated pest management, integrated nutrient management of important fruits and vegetables, precision farming, micro propagation, micro irrigation, protected cultivation, value addition

Unit-IV: High-tech agriculture-seed production technique, high yielding and hybrid varieties, bio tech products, new crop establishment method, input use efficiency, leaf colour chart for nutrient management, value addition in agriculture

Unit-V: Seed and fodder management, bio technological applications in dairy industry, Ultra High Temperature (UHT) pasteurization of milk, technology management for live stock products, value addition in eggs

References:

- 1. Hand Book of Agricultural Technology.** Abeed Hossain Chowdhury and Miyan Sayeed Hassan. BARC.



Swami Vivekanand University, Sagar(M.P.)



ABM-211- Summer Training, Project Report and Viva- Voce



Swami Vivekanand University, Sagar(M.P.)



ABM-212- Dissertation and Viva-Voce