



MBA Program – Agri Business Management

Regulations and Curriculum 2024 (Amended)

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BOS Chairman Signature

Dr.Mary Cherian

CONTENTS

No	Content	Page No
1	MBA program - Preamble: Vision, Mission, Values, PEOs and PLOs	3
2	MBA Agri Business -Program Structure	6
3	Duration and structure of the Program	6
4	Credit System	7
5	Credit Hours	7
6	Minimum Credits to be Earned.	8
7	Earning Extra Credits	8
8	Types of Courses & Credit Distribution	9
9	Credit Transfers	9
10	Registration for Courses	11
11	Registration Process	11
12	Pre-requisite Courses	12
13	Audit Courses	12
14	Attendance and Engagement	12
15	Temporary Break of Study from a Program	13
16	Assessments and Examination	14
17	Assessment Weightages	14
18	Procedure for Awarding Marks for Internal Assessment	14
19	Requirements for Appearing for End Semester Examination	16
20	Provision for Withdrawal from Examination	16
21	Embedded course	16
22	Passing Minimum	16
23	Malpractice	17
24	Grievance Redressal in Evaluation	17
25	Challenge of Evaluation	18
26	Classification of Performance	18
27	Classification and Award of Degree	19
28	Program Structure	21
29	Course Code Numbering Scheme	23
30	I Semester	24
31	II Semester	42
32	III Semester	61
33	IV semester	74
34	Open Elective	84
35	Optional Elective	84

PREAMBLE

Vision & Mission of KCT Business School

Vision:

To be a school of excellence creating transformative educational experience shaping future leaders

Mission:

Education focused on disciplinary knowledge, problem solving, leadership, interpersonal skills, and wellbeing.

Develop managers with professionalism and ethics.

Values

Be the Solution: Brings in new ideas and solutions that push our thinking into new territory.

Champion Change: Identifies and implements external best practice, new ideas and plans that will prepare our organisation for the future.

Agility: successfully lead organizations in a world that's increasingly complex and uncertain.

Trust: Earns credibility and trust, influencing employees, members, and stakeholders to support organisation

MBA – Agri Business Program – PEOs and PLOs

The curriculum for the MBA program for 2022 batch was designed with several discussions with industry professionals, academic experts, entrepreneurs, alumni and students.

The curriculum was also developed and designed based on the Program Learning Outcomes and Program Educational Objectives which were developed through a series of discussions held with industry professionals, academic experts, entrepreneurs, alumni, and students. **Program Educational Objectives**

Within a few years of obtaining a master's degree in Agri Business Management from KCT Business School, the recent graduate shall.

Program Education Objectives

PEO1: Demonstrate ability to apply best practices and behavioural skills to manage the Agribusiness in different sectors and culture across global market

PEO2: Demonstrate ability to use forward looking information technologies for effective decision making in agribusiness

PEO3: Develop Professional ethics, integrity and manage diversity with various stakeholders of agribusiness enterprises

PEO4: Develop problem solving skills through best sustainable practices in Agri business for coping with global climate change

Program Learning Outcomes

On completion of master's degree in Business Administration from KCT Business School, the student will be able to

PLO1: Able to acquire basic knowledge of agricultural concepts, Agri business sector and food industry at local as well as national and international levels

PLO2: Able to design solutions to bridge the communication gap with farming community and food industry using Information and communication Technology

PLO3: Able to use analytical skills for decision making using quantitative and qualitative techniques to critical challenges in managing Agri business.

PLO4: Able to identify, plan and develop sustainable opportunities, behavioural skills to maintain cooperative relationship with farmers, suppliers, and customers

PLO5: Able to Exhibit intrapreneurial abilities to run agribusiness enterprises through ethical, environmental, and legal aspects that has socio economic impact on society

Preamble

Based on KCT Business School Vision and Mission, along with MBA Agri Business Management Program Educational Objectives and Program Learning Outcomes, the structure and curriculum were designed to align to the Choice Based Credit system (CBCS) suggested by UGC. The faculty team was formed into working groups based on functional areas/ specializations.

New structures, ideas and courses were presented to the Curriculum Redesign Steering Committee and discussed at length with each center. The academic Model of the MBA Agri Business Management program was designed as given below.

The program structure has Semester system which was designed based on the UGC's suggestion of CBCS and the courses were determined based on distribution of credits among the various

types of courses vis-à-vis total credits. Several discussions were held to seek suggestions from stakeholders during January – May 2021

Nomenclature

- **University:** University means the affiliating university, Anna University, Chennai, which will award the MBA degree in Agri Business Management.
- **Institution:** Institution means Kumaraguru College of Technology, Coimbatore, an autonomous institution affiliated to Anna University, Chennai. Head of the Institution means the Principal of the College who is responsible for all academic activities and for the implementation of relevant rules of this regulation.
- **Academic Year:** Two consecutive (one odd + one even) semesters constitute one academic year.
- **Semester:** Each semester will consist of 90 working days. The Odd Semester may be scheduled from July to December and Even Semester from January to June.
- **Choice Based Credit System (CBCS):** The CBCS provides choice for students to select from the prescribed bouquet of courses offered by the Program. The requirement for awarding a degree or diploma or certificate is prescribed in terms of number of credits to be completed by the students.
- **Program:** Educational program leading to award of MBA Degree in Agri Business Management.
- **Course:** Usually referred to, as 'subject' is a component of a program. All courses need not carry the same weight. The courses define learning objectives, contents, and course learning outcomes.
- **Credit Hours:** The number of credit hours assigned to a course quantitatively reflects the outcomes expected, the mode of instruction, the amount of time spent in class, and the amount of outside preparatory work expected for the class. It determines the number of hours of instructions required per week.
- **Examinations/ Assessments**
 - ▶ **Continuous Assessment Marks (CAM):** The formative assessments are the Continuous Assessment Marks (CAM) which assess the students' learning during study. This includes Continuous Assessment Tests (CAT) which may be paper/pencil based, computer based, report submission and viva voce. The other forms of assessments can be quiz, problem solving, cases, reports, presentations, simulations etc
 - ▶ **End Semester Exam (ESM):** ESM, which are the Summative Assessment occur at the end of the semester and assess whether students have achieved the intended learning outcomes. The forms of exams may be paper/pencil based, computer based or through project report & viva voce. In some courses it may be through presentations and other oral assessment methods.

- **Course Learning Outcomes:** Articulate what a student does that demonstrates progress towards learning goals.
- **Grade:** It is the product of grade point and the number of credits for a course.

MBA - Agri Business Management Program Structure

1.1 Duration and structure of the Program

The KCT.BS MBA in Agri Business Management is a full time two-year, four semester programs. The program can be completed in a minimum of 4 semesters and a maximum of 8 semesters.

Semester 1	Core Courses (M)
	Functional Courses (B)
	Core – Professional Development (PD)
	Value Added Course (VA)
Semester II	Core Courses (M)
	Functional Courses (B)
	Core – Professional Development (PD)
	Value Added Course (VA)
Semester III	Core Courses (M)
	Value Added Course (VA)
	Open Elective (E)
	Optional Elective (C)
	Core – Professional Development (PD)
	Project Phase I (J)
	Open Electives (E)
Semester IV	Core Courses (M)
	Open Electives (E)
	Optional Elective (C)
	Project Phase II (J)

1.2 Curriculum

The KCT.BS MBA Agri Business Management curriculum takes the student through an intellectual 'journey' - a series of experiences that will result in them learning what is intended for them. The curriculum is designed to be inclusive and flexible to cater to the diverse needs of the students. The curriculum has also been developed to be contextually relevant and is up to date, relevant, interesting, and stimulating for students.

1.3 Syllabus

A course syllabus is a document that explains what a student is going to study in that course. Each course will have a course code, course title, course prerequisites (if any), course objectives, Course Learning Outcome, short and detailed description of the topics the student will be exposed with timestamps, suggested text and reference books, and the mode of assessment adopted, details on the list of competencies that the students acquire through the course and the name of the faculty who designed the course. Course content developed by the course faculty has

been validated by a Course Committee consisting of faculty members who have taught/ are teaching the course and industry mentors. This has been approved by the Board of Studies.

4. Credit System

Choice Based Credit System (CBCS) follows which provides choice for students to select from the prescribed courses and Open and Optional Electives. The CBCS provides flexibility in designing curriculum and assigning credits based on the course content and hours of teaching. It offers a 'cafeteria' approach in which the students can take courses of their choice, learn at their own pace, undergo additional courses, and acquire more than the required credits, and adopt an interdisciplinary approach to learning.

5. Credit Hours

Under the CBCS of UGC guidelines, the requirement for awarding a degree is prescribed in terms of number of credits to be completed by the students. Credit is a unit by which the course work is measured. It determines the number of hours of instructions required per week. One Credit Unit will be equivalent to 10-12 hours of Classroom Teaching (Lecture-Tutorial) and 20-24 hrs of Lab practical's and 20-24 hrs of (Self work -Field work) and 50-60 hrs of Project work.

S.No	Course Delivery	One Credit Unit
1	Lecture (L)	10-12 Hours
2	Tutorial (T)	10-12 Hours
3	Practical (P)	20-24 Hours
4	Self-Work (SW)/ Field Work (FW)	20-24 Hours
5	Project Hours (J)	50-60 Hours

5.1 Lecture Credit Hours:

Lecture Credit Hours: The term 'lecture' covers everything from the traditional model, where a faculty introduces concepts and methods to a group of students, to approaches that might be much more interactive. Application based learning including Individual / Group presentations, interview skills, case study analysis, aptitude building, group discussions, soft skill sessions, games, activities, also can be integrated with the lecture hours. Further It could also make use of a range of media and technologies for facilitating teaching and learning process. Lectures are assumed, in general, to involve larger groups of but size will vary depending upon the nature of what is being taught, the medium, the size of the overall student cohort, and practical concerns.

5.2 Practice Credit Hours:

All courses which require computer lab hours for providing a hands-on experience to students on application of various analytical tools will be included in practical credit hours.

5.3 Project Credit Hours:

Project hours would typically include preparation/ planning, hours spent in the field or on actual project, meetings & discussions with a supervisors / academic guide and preparation of report and presentation report.

5.4 Tutorial credit Hours:

Course related discussions held with either individual or small group of students by the faculty will be included in the tutorial credit hours. Providing remedial teaching to improve the understanding level and other academic abilities are the basic objective of tutorial session. Discussions on the course content, course activities and assessment will be included in the tutorial credit hours.

5.5 Field work Credit Hours

Individual / group Studies executed by the students in the field to gain practical experience and knowledge through observation / survey / Interview will be included in field work credit hours. The Examples of fieldwork might include survey work, Interview and other forms of data collection, visits to a business or industrial site. The work might be unsupervised or supervised, and supervision could be provided by faculty. Some fieldwork may be conducted virtually. Fieldwork might be conducted in groups of various sizes, or by individuals, depending on the nature of the work involved.

5.6 Self-Work Credit Hours:

Students learn and practice on the topics assigned by the course faculty by their own efforts outside the classroom and without direct supervision.

6. Minimum Credits to be Earned.

The total number of credits a student earns during the four semesters of study period is called the Total credits. A Student must earn 107 credits for successful completion of the MBA Agri Business program. Further, the student must meet the course and credit distribution also as specified in 2.3. Credit flexibility is given in each semester for fast and slow learners; the students need to apply beforehand and this needs to be approved by the department.

7. Earning Extra Credits

A student may earn extra credits of up to a maximum of 6 credits. These courses/ (s) can be taken in any semester through self-study / enroll in the course if offered. "Extra" courses are ones that do not count for degree credit. Such courses appear on a student's permanent academic record with the final course mark, and are noted as "EXT", but do not count as accumulated degree credits and are not included in calculating a student's Grade Point Average. Extra Credits may be earned either through the courses offered in the MBA program or the Flexible and Comprehensive Learning Framework (FCLF) offered by KCT.

8. Types of Courses & Credit Distribution

Several types of courses are offered during the MBA program to build a holistic knowledge and skill set.

No	Type	Description	Mini Credits
1	Core (M)	Mandatory courses which are based on a central theme that focus to provide knowledge and analytical ability to understand the concepts of Agri Business Management.	53
2	Functional Courses (B)	Functional courses that are considered mandatory for a student who desires to obtain a major specialization in a particular functional area	16
3	Open Electives (E)	Elective Courses that are offered other than the functional core courses as notified in the curriculum. Such courses can be opted by the students additionally from their major specialization / from other exclusive functional areas (to earn a minor specialisation) / across functional area.	10
4	Optional Electives (C)	Courses which are offered in the functional areas other than the functional core subjects notified. Students can opt for such courses using CBCS scheme.	10
5	Project (J)	Project work is a special course aims in improving student's ability to identify, analyse, research, and propose a solution to a real problem of significance in business organisation.	15
6	Value added Courses (VA)	Online and other equivalent courses approved by the department from time to time which supports overall program Learning Outcomes but does not carry any credit.	0
7	Core – Professional Development Courses (PD)	Courses which are offered which are intended to enhance the skill set and business acumen in the field of Agri Business Management. The Course enables the student to develop as communication, negotiation, and other allied skills.	3

9. Credit Transfers

In general, it is KCT's policy to accept credits earned at recognized Universities, provided that such credits have been earned through university-level courses equivalent to the courses in specific programs of KCT.

Students can transfer credits from National or International Universities/ Industry/ Professional Bodies with the approval of Department, (KCT International office in case of Partner) and COE and transfer the credits for courses or field experiences.

9.1 Types of Credit Transfers

9.1.1 Direct Credit Transfer (DCT). Credits earned from the National or International Universities/ Industry/ Professional Bodies will be transferred to the student after the equivalency process (no. of hours and course syllabi) is carried out by the appropriate committee. Students will be granted exemptions for registering in the equivalent course in their program at KCT because of having completed the same course (s) with another approved Institution. The course will be mapped with the course offered in the Department if 80% of the contents are

common between courses and the Learning Hours will be transferred. Student should submit the syllabus of the course and the completed learning hours.

9.1.2 Transfer of Learning Hours (LTH). When courses are taken from approved National or International Universities/ Industry/ Professional Bodies but are not credited by the course offering body, the assessment will be carried out in KCT as per the assessment policy of the course/s. The Learning hours will be transferred, and the course mapped with the equivalent course (no. of hours and course content) at KCT. The course will be mapped with the course offered in the Department if there is 80% of common contents between courses and the Learning Hours will be transferred. Student should submit the syllabus of the courses and the completed learning hours.

9.1.3 International Summer School. A student may opt for International Summer Program in Business and Entrepreneurship/ in related domain for not less than 2 weeks and gain 1 extra credit upon submission of a report.

9.1.4 Norms for Credit Transfer

- Credits can be earned from National or International Universities/ Industry/ Professional Bodies with prior approvals of the Department.
- University Level Courses (ULC) equivalent to the courses in KCT are permitted for credit transfer.
- ULC should match the courses in specific programmes of KCT satisfying AICTE/ AU norms.
- Maximum of 8 credits can be earned from International / National recognized universities / Industry/ Professional Bodies, and the same can be transferred after normalizing process decided by Department committee.
- Credits for courses which have already been earned at KCT cannot be transferred.

9.1.4 International Credit Transfer

9.1.4.1 Eligibility: The eligibility criteria to apply for International Exchange programs will be as per the norms of the partner/ host University.

9.1.4.2 Procedure for applying for International Exchange Programs

9.1.4.3 Programs offered by partner Universities will be communicated to students by the KCT International Office through the department. Beyond the list of approved courses, based on interests and requirements, students can place a request to the department Head who will decide on the approval.

9.1.4.3 A student who is interested in credit transfer will register with the department for specific courses and approvals of class advisor, the department head, KCT International Office and the Principal need to be obtained.

9.1.4.4 Department/ Program Head shall communicate the details (student name & No, trade-off KCT course and the details of the course) that will be pursued with the International University to the COE through the KCT International office

9.1.4.5 Applicants for credit transfer must complete the credit transfer application form, attach a copy of the qualification, statement of results (academic transcript) or statement of attainment and submit the application to the Department/ Program Head

9.1.4.6 The Department/ Program Head who will audit the qualifications, statement of results (academic transcript) or statement of attainment and grant credit transfers for equivalent

courses that have been completed at another approved Institution. Verified copies of qualifications, statement of results (academic transcript) and statements of attainment used as the basis for granting credit transfer must be placed in the student file.

9.1.4.7 The completed credit transfer record must be signed by the student and the Department / Program Head and submitted to Controller of Examination who will transfer the approved credits and grades.

9.1.4.8 Credit Transfer for NPTEL / SWAYAM Courses

Students may opt for proctored SWAYAM/NPTEL MOOC courses from the list approved and published by the department. A student who registers for and successfully completes a SWAYAM/NPTEL MOOC and meets the passing criteria will be eligible for credit transfer. Only courses offered by SWAYAM/NPTEL that are equivalent and fulfil the objectives of those in the KCTBS curriculum are permitted for credit transfer.

Successful completion awards credits as follows:

S.No	Duration	Credits
1	4 weeks	1
2	8 weeks	2
3	12 weeks	3
4	16 weeks	4

9.1.4.9: Non-Swayam Online MOOC Course

Students may opt for online MOOC courses from platforms such as Coursera, edX, or Udemy, subject to approval by the department from time to time. In the case of non-SWAYAM MOOC platforms, the Continuous Assessment Marks (CAM) will be mapped to the course completion grades obtained, and the end-semester examination will be conducted by the department. Similar to other theory courses, 40% weightage will be given to the internal score and 60% to the end-semester examination.

The duration and credit equivalence are as follows.

S.No	Duration	Credits
1	4 weeks	1
2	8 weeks	2
3	12 weeks	3
4	16 weeks	4

10. Registration for Courses

11. Registration Process

It is mandatory for all students to register every semester till the end of his/her study, for courses that he/she is going to study in the semester through a Course Registration process. The Course Registration will be carried out on a specific day as declared by the Department in advance. For valid reasons, late registration for a maximum of seven calendar days from the commencement of the semester may be permitted only with the approval of the Department Head. However, a

student shall not be allowed to register for courses in a semester if the semester has already advanced beyond 20% of instructional days. Generally, students will be offered more courses than a normal student is expected to take. The list of courses offered will be announced prior to the registration. Depending on the academic and non-academic resources available, courses offered may vary each year. A course will be offered with contact classes if there are minimum of 15 registered students.

12. Pre-requisite Courses

Some open elective courses may have specific prerequisites to be met before a student can register for the course in the current semester. Generally, the student is expected to have cleared up all the prerequisite courses at the time of Course Registration.

13. Audit Courses

Auditing a course allows a student to take a class to acquire knowledge without the benefit of a grade or credit for a course. Audited courses do not count toward completing degree requirements. Students interested in auditing the course must register for the courses and get the approval from the faculty. They must attend classes regularly, complete assigned reading, and participate in discussions, but they are exempted from examinations. Audit courses will be included in the transcript with an indication, however, will not be included in CGPA

14. Attendance and Engagement

14.1 Attendance Expectations Students are expected to demonstrate effective engagement with the course throughout their studies. All students are expected to show patterns of attendance consistent with full engagement with a full-time course of study. This forms part of the contract between the student and KCT, and students should ensure that they are familiar with all course expectations.

14.2 A student is expected to obtain 100% attendance in all courses. In case a student may need leave of absence due to ill-health or to attend some family emergency, he/she is permitted to maintain an attendance of 75% (i.e., absent for 25% of instructional hours) in each course. This 25% includes medical, personal, casual, and official on duty leave, leave of absence (OD) for organising events / seminars / workshops / competitions / participation in co-curricular / extracurricular events and any other valid reasons.

Attendance Eligibility to appear for End Semester Examination (ESE) for Regular semester

Test/Examination Type	Period of calculation	Minimum percentage of attendance required
End Semester Examination	From the date of commencement of the course to the last day of instruction.	75%
Continuous Evaluation Courses	From the date of commencement of the course to the last day of instruction.	

14.3 Apart from 25% margin in attendance, an additional 10% relaxation in attendance shall be provided only for students who secure attendance greater than or equal to 65% and less than 75% in any of the courses offered in the current semester due to prolonged hospitalization / accident / specific illness) / Participation in Sports events (National/ International) In such cases, the student should have submitted the required documents before availing the leave, through his/her Mentor, to the Department Committee for approval to avail exemption from the prescribed attendance requirement. The decision of the Department Committee is final.

14.4 Students who secure less than 65% of attendance in a course shall not be permitted to write the End Semester examination of the specific course. They are required to register for the course again when it is offered.

14.5 If a student has a lack of attendance in 4 or more courses which have 4 or 3 credits (1 credit industry courses not considered) offered in a particular semester, he/she will be detained in that semester and hence cannot proceed to the next semester. He/she shall seek re-admission as per the norms of the affiliating University.

14.6 The days of suspension of a student on disciplinary grounds will be considered as days of absence for calculating the percentage of attendance for each individual course.

14.7 If a student is unable to attend Continuous Assessment Test (CAT I or CAT II) due to unforeseen circumstances such as illness, the death of an immediate family member, or participation in sports at the state or national level, they will be given an opportunity to appear for a re-exam, which will be conducted at the end of the semester. This opportunity will be granted based on the recommendation of the department committee. The provision to appear for a re-exam under such circumstances can be availed only once during the entire duration of the program.

15. Temporary Break of Study from a Program

15.1 If a student intends to temporarily discontinue the program in the middle of the semester / year for valid reasons (such as accident or hospitalization due to prolonged ill health) and wishes to rejoin the program in the next year, he / she shall apply in advance to the Principal through the Head of the Department stating the reasons. The application shall be submitted not later than the last date for registering for the semester examinations in that concerned semester. Break of study is permitted only once during the entire period of the degree program.

15.2 The student permitted to join the program after the break shall be governed by the rules and regulations in force at the time of joining.

15.3 The duration specified for passing all the courses for the purpose of classification of degree shall be increased by the period of such break of study permitted.

15.4 If any student is detained for want of requisite attendance, progress and good conduct, the period spent in that semester shall not be considered as permitted Break of Study.

16. Assessments and Examination

17. Assessment Weightages

The program follows semester system, and the learning will be assessed continuously (formative) / and End of Semester (Summative) assessment.

Credits	Continuous Assessment			End Semester		
	Format	Course	Marks	Format	Marks	Duration
5/4/3 Credits	CAM (written/computer based), and other course based assessments as indicated in course plan	Theory	40	Written/ Computer based Exam or Project Report & Viva Voce (<i>as applicable and approved from time to time</i>)	60	2 Hours
		Project / Practical	60		40	
		Embedded	50		50	
2/1 Credits	Decided by course committee and indicated in course plan	Theory/ Practical's / Embedded	50	No End Semester Examination required	-	NA

18. Procedure for Awarding Marks for Internal Assessment

For all the theory courses, laboratory courses, theory courses with laboratory component and project work the continuous assessment shall be awarded as per the procedure given below:

18.1 Theory Courses

Two assessments each carrying 100 marks shall be conducted during the semester by the Department / College concerned. The total marks obtained in all assessments put together out of 200, shall be proportionately reduced for 40 marks and rounded to the nearest integer (This also implies equal weightage to the two assessments).

Assessment I (100 Marks)		Assessment II (100 Marks)		Total
Individual Assignment / Case Study / Seminar / Mini Project	Written Test	Individual Assignment / Case Study / Seminar / Mini Project	Written Test	Internal Assessment
40	60	40	60	200
<i>*The weighted average shall be converted into 40 marks for internal Assessment.</i>				

A minimum of two internal assessments will be conducted as a part of continuous assessment. Each internal assessment is to be conducted for 100 marks and will have to be distributed in two parts. Part 1 comprises assessments which may include Individual Assignment/Case

study/Seminar/Mini project. Course facilitator can decide the assessment method based on the nature of the subject. Part II Comprises a written test. The weightage given for Part I and Part II is 40% and 60% respectively. The tests shall be in written mode. The total internal assessment marks of 200 shall be converted into a maximum of 40 marks and rounded to the nearest integer.

18.2 Practical's / Project Courses

The maximum marks for Internal Assessment shall be 60 marks in case of practical courses & Project based courses. Every assessment activity shall be evaluated based on conduct of prescribed exercise/ assignments and projects. There shall be at least one test. The criteria for arriving at the Internal Assessment marks of 60 is as follows: 75 marks shall be awarded for successful completion of all the prescribed exercises/assessment activities done and 25 marks for the test. The total mark shall be converted into a maximum of 60 marks and rounded to the nearest integer.

Internal Assessment (100 Marks) *	
Evaluation of Practical / project-based assignments	Written Test
75	25
<i>Internal assessment marks shall be converted into 60 marks</i>	

18.3 Theory Courses with Practical / Project Component

If there is a theory course with Practical's component, there shall be two assessments: the first assessment (maximum mark is 100) will be like assessment of theory course and the second assessment (maximum mark is 100) will be similar to assessment of Practical course respectively. The weightage of first assessment shall be 40 % and the second assessment be 60%.

The weighted average of these two assessments shall be converted into 50 marks and rounded to the nearest integer

Assessment I (40% weightage) (Theory Component)		Assessment II (60% weightage) (Laboratory/ Project based Component)		Total Internal Assessment
Individual Assignment / Case Study / Seminar	Written Test	Evaluation of Practical / project-based assignments	Written Test	
40	60	40	60	200
<i>The weighted average shall be converted into 50 marks for internal Assessment.</i>				

19. Requirements for Appearing for End Semester Examination

A Student who has fulfilled the following requirements will be eligible to appear for End Semester Exam.

19.1 Attendance requirements as per Clause Nos.14

19.2 Registration for all eligible courses in the current semester and arrear examination (wherever applicable). Students who do not register will not be permitted to proceed to the subsequent semester.

20. Provision for Withdrawal from Examination

20.1 A student may, for valid reasons (medically unfit / unexpected family situations), be granted permission to withdraw (after registering for the examinations) from appearing for any course or courses in the End Semester Examination of a particular semester. This facility can be availed only once during the entire duration of the degree program.

20.2 Withdrawal from ESE will be valid only if the student is, otherwise, eligible to write the examination and the application for withdrawal is made prior to the examination in the course or courses concerned. The application for withdrawal should be recommended by the Head of the Department concerned and approved by the head of the institution.

21. Embedded Course

An embedded course is a combination of theory component with the other component – viz Practical's, Project (P, J). The type of Embedded course is as follows

1. Embedded Theory, Lab and Project
2. Embedded Theory and Lab
3. Embedded Theory and Project
4. Embedded Lab and Project

22. Passing Minimum

22.1 There is no minimum CAM requirement in a course

22.2 A student who secures not less than 50% of total marks prescribed for the course [Internal Assessment + End semester University Examinations] with a minimum of 45% of the marks prescribed for the end-semester University Examination, shall be declared to have passed the course and acquired the relevant number of credits.

22.3 This is applicable for both theory and laboratory courses (including project work) and embedded courses.

22.4 If a student fails to secure a pass in a theory course / laboratory course, the student shall register and appear only for the end semester examination in the subsequent semester.

22.5 In such case, the internal assessment marks obtained by the student in the first appearance shall be retained and considered valid for all subsequent attempts till the student secures a pass.

22.6 However, from the third attempt onwards if a student fails to obtain pass marks (IA + End Semester Examination), then the student shall be declared to have passed the examination if he/she secures a minimum of 50% marks prescribed for the University end semester examinations alone

22.7 in case if the student has failed to secure minimum required pass mark as specified above has to reappear for the exams conducted by the controller of examination in the subsequent semester.

22.8 The student could appear for special arrear exam as per the directions given by Anna University., in case if the student failed to secure pass marks in any course within the maximum period of four years (from the commencement of MBA program)

23. Malpractice:

Students taking exams shall be prohibited from entering into the examination halls or Computer lab with any book or portion of book, manuscript or any unauthorized written / printed/ electronic content, communicating with or copying from each other or communicating with anyone outside the exam Hall or computer lab. Electronic gadgets, programmable calculators and mobile phones should not be permitted inside the exam hall or computer lab. However, any required code books and data sheet / Books as specified in the question paper will be supplied inside the exam hall/ computer lab by the office of the controller of examination. The students are warned that any form of malpractice will be dealt with severely. The punishment may include debarring / cancelling the particular examination registered for by the students in that semester and or award of zero marks to all registered courses of that semester. Severe violations would attract stricter punishments, disciplinary action will be taken against the students by the college authorities after conducting enquiries.

24. Grievance Redressal in Evaluation

Students who are not satisfied with the grades awarded can seek redressal by the methods given below. These are applicable only for theory courses in regular and arrear end semester examinations. All applications should be submitted to COE along with the payment of the prescribed fee.

No.	Redressal Sought	Process	
		Regular Exam	Arrear exam
1	Re totaling	Apply for Photocopy of answer book / Then apply for the totaling (within 5 days of declaration of results)	Apply for Photocopy of answer book / Then apply for the totaling
2	Revaluation	Apply for Photocopy of answer book / Then apply for revaluation after course expert recommendation (within 5 days of declaration of results)	Not Permitted
3	Challenge of Evaluation	Apply for Photocopy of answer book / Then apply for revaluation after course expert recommendation / Next apply for the challenge of Evaluation (within 3 days of publication of revaluation of results)	Apply for Photocopy of answer book / Then apply for challenge of Evaluation after course expert recommendation

25. Challenge of Evaluation

- a) A student may make an appeal to the COE for the review of answer scripts after paying the prescribed fee.
- b) COE will issue the photocopy of answer script to the student.
- c) The course faculty, who has not done the assessment will evaluate the script and HOD will recommend.
- d) A Committee consisting of 2 experts appointed by COE will review and declare the result.
- f) If the result is in favor of the student, the fee collected will be refunded to the student.
- h) The final mark will be announced by COE.

26. Classification of Performance

26.1 AWARD OF LETTER GRADES

26.1.1 The award of letter grades will be decided based on relative grading principle. The relative grading is applicable to ONLY those students who have passed the examination as per the passing requirements enumerated above.

26.1.2 For those students who have not passed the examination, Reappearance (RA) shall be awarded as shown in the below Table.

26.1.3 For those students who have passed the course, the relative grading shall be done.

26.1.4 The marks of those students who have passed only shall be inputted in the software developed for relative grading. The evolved relative grading method normalizes the results data using the BOX-COX transformation method and computes the grade range for each course separately and awards the grade to each student.

26.1.5 For a given course, if the students' strength is greater than 30, the relative grading method shall be adopted. However, if the students' strength is less than 30 then the fixed grading shall be followed with the grade range as specified below.

O	A+	A	B+	B	C	RA
91-100	81-90	71-80	61-70	56-60	50-55	<50

26.1.6 The performance of a student shall be reported using letter grades, each carrying certain points as detailed below:

Letter Grade	Grade Points
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+(Good)	7
B (Average)	6
C (Satisfactory)	5
RA (Re-appearance)	0
SA(Shortage of Attendance)	0
WD (Withdrawal)	0

26.1.7 A student is deemed to have passed and acquired the corresponding credits in a particular course if he/she obtains any one of the following grades: "O", "A+", "A", "B+", "B", "C". 'SA' denotes shortage of attendance and hence prevented from writing the end semester examinations. 'SA' will appear only in the result sheet.

26.1.8 "U" denotes that the student has failed to pass that course. "WD" denotes withdrawal from the exam for the course. Grades U and W will figure both in the Grade Sheet as well as in the Result Sheet. In both cases, the student must appear for the End Semester Examinations.

26.1.9 If the grade "U" is given to Theory Courses/ Laboratory Courses, it is not required to satisfy the attendance requirements, but the student must appear for the end semester examination and fulfil the passing requirements to earn a pass in the respective courses.

26.1.10 If the grade "U" is given to Two or One credit course, which are evaluated only through internal assessment, the student shall register for the course again in the subsequent semester, fulfilling the passing requirements to earn a pass in the course. However, attendance requirements need not be satisfied.

27. CLASSIFICATION OF THE DEGREE AWARDED

A student shall be declared to be eligible for the award of MBA Degree provided the student has successfully completed the course requirements and has passed all the prescribed examinations in all the four semesters within a maximum period of 4 years reckoned from the commencement of the first semester to which the candidate was admitted

27.1 FIRST CLASS WITH DISTINCTION

A student who satisfies the following conditions shall be declared to have passed the examination in First class with Distinction:

- ☑ Should have passed the examination in all the courses of all the four semesters. Withdrawal from examination will not be considered as an appearance.
- ☑ Should have secured a CGPA of not less than 8.50.
- ☑ Should NOT have been prevented from writing end semester examination due to lack of attendance in any semester.

27.2. FIRST CLASS:

A student who satisfies the following conditions shall be declared to have passed the examination in First class:

- Should have passed the examination in all the courses of all four semesters.
- Should have secured a CGPA of not less than 6.50.

27.3 SECOND CLASS:

- All other students who qualify for the award of the degree shall be declared to have passed the examination in Second Class.

The award of Degree will be approved by the Academic Council of the Institution. The degree will be issued by Anna University, Chennai. The consolidated Grade Sheet will be issued by the Institution.

27.4 Semester Grade Point Average (SGPA)

On completion of a semester, each student is assigned a Semester Grade Point Average which is computed as below for all courses registered by the student during that semester.

$$\text{Semester Grade Point Average} = \sum (C_i \times GP_i) / \sum C_i$$

Where C_i is the credit for a course in that semester and GP_i is the Grade Point earned by the student for that course. The SGPA is rounded off to two decimals.

27.5 Cumulative Grade Point Average (CGPA)

The overall performance of a student at any stage of the Degree program is evaluated by the Cumulative Grade Point Average (CGPA) up to that point of time.

$$\text{Cumulative Grade Point Average} = \sum (C_i \times GP_i) / \sum C_i$$

Where C_i is the credit for a course in any semester and GP_i is the grade point earned by the student for that course. The CGPA is rounded off to two decimals.

27.6 Issue of Grade Sheet

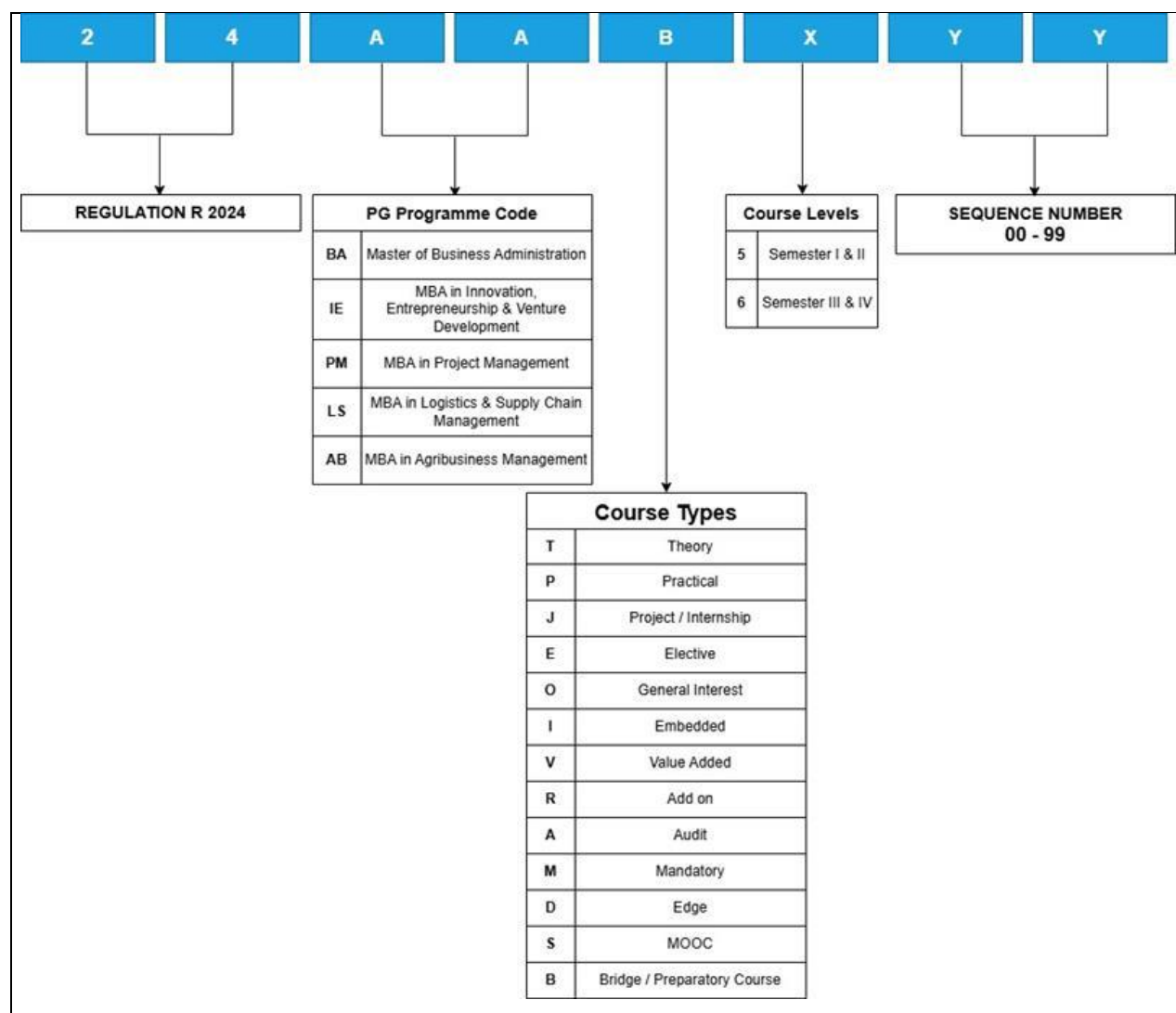
- A separate grade sheet for each semester will be given to the students by the COE after the publication of the results.
- After the completion of the program a consolidated grade sheet will be issued to the student.
- The award of Degree will be approved by the Academic Council of the Institution. The degree will be issued by Anna University, Chennai. The consolidated Grade Sheet will be issued by the Institution.

28. Program Structure

COURSE CODE	COURSE DETAILS	CREDITS				
	SEMESTER I					
	A. Core Courses	L	T	P	FW	Total Credits
24ABT501	Principles of Management and Organizational Behavior	2	1	0	0	3
24ABT502	Managerial Economics in Agriculture	2	1	0	0	3
24ABT503	Managerial Accounting and Control	2	1	0	0	3
24ABT504	Statistical Methods	2	1	0	0	3
24ABT505	Marketing Management	2	1	0	2	4
24ABT506	Computers For Managers	1	0	2	0	2
	B. Functional Courses					
24ABT518	Introduction to Agribusiness Management	2	1	0	2	4
24ABT519	Research Methodology in Business Management	1	1	0	2	3
	C. Core – Professional Development Course					
24ABT522	Management and Business Communication	1	0	0	0	1
	Sub-total	15	7	2	6	
	Total					26
	SEMESTER II					
	A. Core Courses					
24ABT507	Project Management and Entrepreneurship Development	1	1	0	2	3
24ABT508	Financial Management	2	1	0	0	3
24ABT509	Human Resource Management	2	1	0	0	3
24ABT510	Business Analytics	2	1	0	0	3
24ABT511	Agricultural Inputs Marketing	2	1	0	2	4
24ABT512	Business Law and Ethics	2	1	0	0	3
	B. Functional Courses					
23ABT520	Operations Management	3	1	0	0	4
23ABT521	Agricultural Extension Management	1	1	0	2	3
	C. Core – Professional Development Course					
23ABT523	Behavioral Sciences & Leadership Development	1	0	0	0	1
	Sub Total	16	8	0	6	
	Total					27

COURSE CODE	COURSE DETAILS	CREDITS				
	SEMESTER III					
	A. Core Courses	L	T	P	FW	Total Credits
24ABT613	Agricultural Planning & Strategic Management	2	1	0	0	3
24ABT614	Agricultural Sales and Distribution Management	2	1	0	2	4
24ABT615	Rural Marketing	2	1	0	2	4
24ABE626	Elective I (Open elective)	2	1	0	2	4
24ABE627	Elective II (Optional elective)	1	1	0	2	3
	B. Core – Professional Development Course					
24ABT624	Natural Resource Management and Climatic Change	2	1	0	0	3
24ABT625	Business Consulting	1	1	0	0	2
24ABJ630	C. Project Phase I	0	0	0	0	6
		12	7	0	8	
	Total					29
	Semester IV					
	A. Core Courses					
	Course	L	T	P	FW	Credits
24ABT616	Risk Management in Agriculture	2	1	0	0	3
24ABT617	Digital and Social Media Marketing	2	1	0	0	3
24ABT618	Agricultural Export Management and International Trade	1	1	0	2	3
24ABE628	Elective I (Open Elective)	2	1	0	2	4
24ABE629	Elective II (Optional Elective)	1	1	0	2	3
24ABJ631	B. Project Phase II	0	0	0	0	9
	Sub Total	8	5	0	6	
	Total					25
	Semester I+II+III+IV (26+27+29+25)					107

29. Course Code Numbering Scheme



*The 5th digit in the 8-digit code will represent 'A' for audit courses and 'E' for extra credit/add-on courses.

SEMESTER-1

Course Title				Principles of Management and Organizational Behaviour	
Course Code				24ABT501	
Credit Units				3	
Course Objectives					
The course on Principles of Management and Organizational Behaviour familiarises the students on how business functions in an Organisation. The objective of this course is to help students understand the conceptual framework of management and organizational behaviour to manage 21st century organizations.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	-	-	0	3
Pre – Requisites		None			
Course learning Outcomes					
CLO1: Demonstrate and understand the conceptual framework of management					
CLO2: Appraise the various aspects of Managerial functions.					
CLO3: Correlate them to manage 21st century organizations					
Course Syllabus					Weightage
Module I: Concept, Nature and Evolution of Management Thought					20%
Early contributors, Scientific, process, human behaviour and social system school; Decision theory school; Quantitative and system school; Contingency theory of management; Social and Ethical issues in management, Challenges of managing 21st century corporations/organization.					
Module II: Managerial Functions					15%
Planning -concept, significance, types; Organizing -concept, principles, theories, types of organizations, authority, responsibility, power, delegation. Decentralization; Staffing; Directing; Coordinating; Control -nature, process, and techniques					
Module III: Organizational Behaviour					20%
Organisational behaviour -concept and significance; Relationship between management and organisational behaviour; organizational culture, Attitudes; Perception; Learning; Personality and values; emotions and moods. Motivation: Process of motivation; Theories of motivation - need hierarchy theory, theory X and theory Y, two factor theory,					
Module IV: Leadership					10%
Concept; Leadership styles; Theories -trait theory, behavioral theory, Fielder's contingency theory; Harsey and Blanchard's situational theory; Managerial grid; Likert's four systems of leadership, contemporary issues in leadership.					
Module V: Group Dynamics and Team Development					10%
Group dynamics -definition and importance, types of groups, group formation, group development, group composition, group performance factors; Principle-centred approach to team development.					
Module VI: Organizational Conflict and Negotiations					15%
Dynamics and management; Sources, patterns,levels, and types of conflict; Traditional and modern approaches to conflict; Functional and dysfunctional organizational conflicts; Resolution of conflict.					
Module VII: Organizational Development					10%

Concept; Need for change, resistance to change; Theories of planned change; organization change and stress management, Organizational diagnosis		
Pedagogy for course Delivery		
Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application		
End Semester Examination Scheme		
Theory (%)	Practical / Project (%)	
100%		
Theory Assessment		
Continuous Assessment Score components		End term Examination
Other Assessments	Class tests	60
16	24	
Course Mapping		
Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes
CLO1 & CLO2	PLO1	PEO1
CLO3	PLO1	PEO1
CLO3	PLO2 & PLO3	PEO2 & PEO4
CLO3	PLO3 & PLO5	PEO3 & PEO4
Reference Book		
1. Griffin, Ricky W: Organisational Behaviour, Houghton Mifflin Co., Boston.		
2. Hellreigel, Don, John W. Slocum, Jr., and Richard W. Woodman: Organizational Behaviour, South Western College Publishing, Ohio.		
3. Hersey, Paul, Kenneth H. Blanchard and Dewey E. Johnson: Management of Organisational Behaviour: Utilising Human Resources, Prentice Hall, New Delhi.		
4. Ivancevich; John and Micheel T Matheson: Organisational Behaviour and Management, Business Publication Inc., Texas.		
5. Koontz, Harold, Cyril O'Donnell, and Heinz Weihrich: Essentials of Management, Tata McGraw-Hili, New Delhi. .		
6.Luthans, Fred: Organizational Behaviour, McGraw-Hill.		
New York.		
7.Stephen P Robbins. Organizational Behaviour. Prentice Hall.		
Course Design		Dr. K Raman

Course Title		Managerial Economics in Agriculture			
Course Code		24ABT502			
Credit Units		3			
Course Objectives:					
This course imparts the knowledge on individual behaviour theories and business units deal with the fundamental problems of scarce resources, competition and Price fixation. It familiarises with the macro-economic concepts that qualifies the students to understand the role of monetary and fiscal policies in the economic development.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	-	-	0	3
Pre – Requisites		None			
Course Learning Outcomes					
After the completion of course the student will be able to					
CLO1: Explain the role of managerial economics in decision making.					
CLO2: Infer the demand - supply concepts and appraise the position of a company.					
CLO3: Identify competitive strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.					
Course Syllabus					Weightage
Module I: Framework to Managerial Economics in Agriculture					10%
Managerial Economics - Scope, Relationship with other Disciplines, Role of managerial economists. Importance of study of economics in Indian agriculture, how its influences the overall agricultural situations of Indian economy.					
Module II: Microeconomics Concepts and Demand & Supply- In Agri business management					30%
Role of Microeconomics in Agriculture -Firms and Managerial Objectives, concepts of Demand, Law of Demand, Determinants of demand, Elasticity of demand, Law of diminishing marginal utility - Exceptions of Demand - Demand forecasting techniques in Agricultural situations, types, Differentiation versus Cost Leadership strategies Supply, Law of Supply, Elasticity of Supply, Market equilibrium, Effects of demand and supply shifts, Price ceiling, Price floor, Firm versus market demand etc., in relation to agricultural situations					
Module III: Role of Productions functions & cost- output relationship in Agribusiness Management					30%
Role and application of Production functions in Agribusiness Management – Short and long run laws of production, law of returns to scale. Production isoquants, Marginal rate of technical substitution, Returns to scale, Iso-cost lines, Expansion Paths. Cost - types of cost, short and long run cost output relationship, Economies and diseconomies of Scale Marginal cost - long run total cost, average cost. Application of costs: Make versus Buy, Relation between cost and productivity. MC and MP and AP of labor. Relation between long & short run cost functions: Envelope curve, Economies of scale, Economies of scope					
Module IV: Market structures & Competition in Agribusiness Management					30%
Nature of Agricultural Market Structure - Perfect Competition, monopoly, duopoly, oligopoly, Monopolistic market structures in agriculture - characteristics & Price - Output determination, Pricing Methods. Monopolistic competition: Short run and Long run equilibrium. Barriers to entry - Strategic versus structural, Switching costs, Legal barriers - patents, copyrights, trademarks, licenses.					

Competitive advantage, Positioning strategy, Cartels, Welfare cost of monopoly. Basic Oligopoly models – Bertrand and Cournot. Pricing - Objectives, conventional and Volume pricing approach etc., in Agribusiness management.			
Pedagogy for course Delivery			
The course would be conducted on discussion mode. The sessions will incorporate the news article discussion in addendum.			
End Semester Examination Scheme			
Theory (%)		Practical / Project (%)	
100%		-	
Theory Assessment			
Continuous Assessment Score components		End term Examination	
Other Assessments		Class tests	60
16		24	
Course Mapping			
Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes	
CL01	PL01	PE01	
CL02	PL01	PE01	
CL03	PL01	PE01	
Reference Books			
1. D N Diwedi (2009). Managerial Economics. Seventh Edition, Vikas Publication			
2. Piyali Ghosh Geetika, <u>Purba Roy Chowdhury</u> (2017).Managerial Economics, 3 e, McGraw-Hill Education			
3. Edwin Mansfield, W; Bruce Allen; Bell, A; Doherty, K W.(1985) Managerial Economics: Theory, Application, Cases. Oxford			
Course Design		Dr S. Sangeetha	

Course Title		Managerial Accounting and Control			
Course Code		24ABT503			
Credit Units		3			
Course Objectives					
The course on Managerial Accounting and Control introduces the basic concepts on accounting for Agri business decision making. The course is designed to familiarize various accounting tools and Techniques with respect to Financial Statements, Costing, Budgeting that will facilitate to enhance their analytical thinking and decision making related to Agri Business Management.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	-	-	-	3
Pre – Requisites		None			
Course learning Outcomes					
CLO1: Outline the basic concepts of accounting for project management.					
CLO2: Interpret financial statements for decision making.					
CLO3: Construct different types of cost and budget statements.					
Course Syllabus					Weightage
Module I: Introduction to Accounting					10%
Fundamental Accounting concepts -Basic Accounting principles- Elements of accounting- Double entry system- accounting cycle- accounting equations – Sustainability Accounting.					
Module II: Financial Statements					45%
Financial Statements- Introduction- Income Statement /P&L account- Balance Sheet-Statement of cash flows- Ratio Analysis and Interpretation- key elements impacting financial Statements.					
Module III: Costing					30%
Cost-Definition-Elements of cost- cost centre and profit centre- cost unit- cost elements- cost classification- methods of costing- constructing a basic sheet- Marginal Costing- Standard costing					
Module IV: Budgeting					15%
Budgeting and Budgetary Control- Types of budgets- Zero based budgeting					
Pedagogy for course Delivery					
Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application					
End Semester Examination Scheme					
Theory (%)			Practical / Project (%)		
100%					
Theory Assessment					
Continuous Assessment Score components				End term Examination	
Other Assessments			Class tests		60
16			24		
Course Mapping					
Course Learning Outcomes		Program Learning Outcomes		Program Educational Outcomes	
CLO1		PLO1		PEO1	
CLO2		PLO1		PEO1	
CLO3		PLO2		PEO 2	

Reference Book:

1. Horngren T Charles, Introduction to Financial Accounting, 11th Edition, Pearson Education, 2017
2. Maheshwari S N and S K Maheshwari 2013, Accounting for Management, 4th Edition, Vikas Pub. House, 2018

Course Design

Dr. Mohanamani. P

Course Title		Statistical Methods			
Course Code		24ABT504			
Credit Units		3			
Course Objectives					
The course on data analysis will familiarize the students to choose the appropriate measure to analyse data in managerial decision making in Agri business. The course will prepare the students to develop dashboards on various functional areas of management using excel spreadsheet.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	-	-	-	3
Pre – Requisites		None			
Course Learning Outcomes					
On successful completion of the course the students will be able to:					
CLO1: Explain the measures of business statistics used for analysing data					
CLO2: Apply suitable statistical functions for various agri-business scenarios					
CLO3: Build suitable charts of various business functions for decision making					
Course Syllabus					Weightage
Module I: Introduction to Excel Functions					20%
Introduction to spread sheet; Data Types - Statistical Functions in Excel; Cell referencing, Arrays - H Lookup - V Lookup; Index and Match; Pivot Table					
Module II: Descriptive Statistics					30%
Measures of Central Tendency-Mean Median Mode; Measures of Position- Five number summary- Outlier - Measures of Dispersion-Standard Deviation -Variance – Range – Skewness-Kurtosis; Measures of Association - Covariance - Correlation - Regression – Independent and dependent variable - Simple Regression					
Module III: Data Visualization					20%
Summarizing Data and Crosstabs, Graphical representation of data; Dashboards- Sales Management, Financial, Customer Service call					
Module IV: Inferential Statistics					30%
Testing of Hypothesis – Null Hypothesis – Alternate Hypothesis, Population and Sample - One tail and two tail test – Parametric tests – t test, Z-test, ANOVA, Paired t-test – non-parametric test – Chi square test – Test of independence – Goodness of fit - Application of tests in Agribusiness Management					
Pedagogy for course delivery					
Theoretical concepts shall be imparted during lecture and practical sessions. Data set on functional domains shall be used to analyse data to explain practical application of various statistical functions.					
End Semester Examination Scheme					
Theory (%)			Practical		
100%					
Theory Assessment					
Continuous Assessment Score components				ESM	
Other Assessments		Class tests		60	
16		24			
Course Mapping					
Course Learning Outcomes			Program Learning Outcomes	Program Educational Objectives	
CLO1			PLO1	PEO1	

CL02		PL01	PE01
CL03		PL02 & PL05	PE02 & PE04
Reference Books: 1. David M. Levine, David F. Stephan, Kathryn A. Szabat, "Statistics for Managers using Microsoft Excel", 8th Edition, Pearson, 2017 2. David Ray Anderson, Dennis J. Sweeney, Thomas Arthur Williams, "Essentials of Statistics for Business and Economics", 12/e, Cengage learning, 2018 3. Kirupa Priyadarsini, S. Jaisankar, A. Latha, B. Poongodi, "Business Statistics – Workbook using Excel", Trinity Press, New Delhi, 2017			
Course Design		Dr. S. Jaisankar	

Course Title		Marketing Management			
Course Code		24ABT505			
Credit Units		4			
Course Objectives					
The course on Marketing Management intends to familiarise the concept and practice of marketing in Agri Business enterprises. The students are enabled to learn and create value to the business from the perspective of marketing. The course provides inputs on fundamentals of marketing framework where the students will learn product, price, promotion, and policies on channels of distribution and see how they fit in different frameworks through practice-based learning.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	-	-	2	4
Pre – Requisites		None			
Course Learning Outcomes					
CLO1: Demonstrate an understanding of Marketing conceptual framework applied specifically to Agri Business enterprises					
CLO2: Appraise the various aspects marketing ideologies, practices and processes for agricultural marketing practices					
CLO3: Propose solutions to various issues on agricultural marketing in response to an ever-changing demand for agricultural products.					
Course Syllabus					Weightage
Module I: Basics of Marketing Management					20%
Introduction to Marketing Management: Core Concepts of Agri Marketing Systems, Marketing Functions and services, Marketing Orientations. Classification of Agricultural markets – Primary, secondary, and tertiary markets - Stakeholders- Prerequisites for effective agricultural marketing					
Module II: Markets for Agri – Businesses.					20%
Basic structure and facilities of an agricultural markets – Management and Operational Issues - Institutional Framework. Segmentation, Targeting and Positioning - Generic vs Positioned markets- Marketing Mix decisions [4P’s – Product, Place, Price and Promotion], Additional 3 Ps (People, Process and Physical Evidence)					
Module III: Product and Pricing Decisions					20%
Typology of Agri products and Services –Characteristics and Classifications- Agri Marketing Services – Launch of new products and value-added products – Branding strategies for Agri products Techniques and Methods for pricing in Agri Markets: Auction Systems, Tender systems, Futures and Forward markets, Commodity exchanges. Support price schemes, Estimation of Marketable Surplus and Marketed Surplus, Post-harvest losses, price behaviour, economics of storage,					
Module IV: Promotion Mix					20%
Advertising and sales promotion, public relations, Personal selling, and Direct marketing (inclusive of Online marketing), Role of ICT -Market Information Service -Electronic Auctions (e-bay), e-Chaupals, Domestic and Export market Intelligence Cell (DEMIC) – Market extensions					
Module V: Designing Distribution Networks					20%

Marketing Agri Marketing channels, types, roles, functions- Channel logistics for different agricultural products. Managing retailing. Factors influencing distribution network. Role of distribution supply chains. Drivers of supply chain. Facilities, Inventory, Transportation, Information, Sourcing. Warehousing Management. Marketing Institutions		
Pedagogy for course Delivery Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application		
End Semester Examination Scheme		
Theory (%)	Practical / Project (%)	
100%		
Theory Assessment		
Continuous Assessment Score components		End term Examination
Other Assessments	Class tests	60
16	24	
Course Mapping		
Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes
CLO1	PLO1	Not Applicable
CLO2	PLO1	PEO2
CLO3	PL01	PEO 4
Reference Book 1. Kotler, P., & Keller, K. L. (2015). Marketing management,, Pearson Prentice Hall. 2. S.S. Acharya & N.L.Agarwal (2021) – Agricultural Marketing in India - CBS Publishers & Distributors; 7th edition		
Course Design	Dr. K Raman	

Course Title			COMPUTERS FOR MANAGERS		
Course Code			24ABT506		
Credit Units			2		
Course Objectives The Course introduces the students with practical applications of the office automation tools required for operating day to day business activities. The first Part of the course deals with MS word for text processing and PowerPoint for Business Presentations. Later Part of the course deals with Data analysis using spread sheets for informed decision making.					
L	T	P	SW	FW	TOTAL CREDITS
1	-	2	-		2
Pre – Requisites		None			
Course learning Outcomes CLO1: Demonstrate the Competence to use Word Processing software for creating business documents CLO2: Create Slide Shows to make a visually impactful presentation. CLO3: Analyse Data and make informed decisions using Spread sheets functions.					
Course Syllabus					Weightage
Module I: Word Processing Essentials					15 %
Ms Word – Environment, Menu and Tool Bar, Tables-Creation and Formatting of Tables, Table Design, Page Layout, Pictures and Graphics, Format Painter, Header and Footers, Spelling and Grammar, Review & References Menu.					
Module II: Word Processing Applications					15 %
Creating Mailing lists, Mail Merge, Creating Business Reports and Flyers, Creating Letters, Memos, Quotation, and Invoice.					
Module III: Power Point Essentials					20%
MS Power Point – Environment, Different Views, Tool Bar, Presentation Design, Formatting Presentation, Inserting Objects, Graphics, Present Data Using Tables, Charts, and Animation, Making notes on pages and Handouts.					
Module IV: Excel Essentials					30%
Spreadsheet environment: interface, ribbons, navigation, and basic settings, Creating and managing workbooks and worksheets, Working with multiple sheets and linking data across files, Arithmetic formulas and operators, Logical and relational functions (IF, AND, OR, NOT, IFS, SWITCH), Text functions (CONCAT, TEXTJOIN, LEFT, RIGHT, MID, LEN, TRIM, PROPER), Conditional formatting and data validation, Protecting and sharing spreadsheets (permissions, cloud access)					
Module V: Working with Excel and Charts					20 %
Cell referencing (relative, absolute, mixed), Sorting and advanced filtering of datasets, Lookup and reference functions (VLOOKUP, HLOOKUP, XLOOKUP, INDEX-MATCH), PivotTables and PivotCharts for summarizing and analyzing large data sets, Creating and customizing different chart types (column, bar, line, pie, scatter, combo, waterfall, maps, sparkline), Chart formatting, dashboards, and interactive visualization techniques, Data analysis tools (What-If Analysis, Goal Seek, Scenario Manager, Forecast functions), Exporting charts and dashboards for managerial reports					
Pedagogy for course Delivery					

The Course Will be driven in the Practical Mode accompanied with lectures and use cases for explanation of theoretical concepts. Office Automation Software such as MS-OFFICE will be used for performing the practical exercises.

End Semester Examination Scheme

Theory (%)	Practical / Project (%)
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NA	NA
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Theory Assessment

Continuous Assessment Score components	End term Examination
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Other Assessments	Class tests	NA
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60 % (30 Marks)	40% (20 Marks)
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Course Mapping

Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes
CL01	PLO2	PEO2
CL02	PLO2	PEO2
CL03	PLO3	PEO2, PEO1

Reference Books :

1. Office 365 For Dummies, Rosemarie Withee, Ken Withee, Jennifer Reed.
2. David M. Levine, David F. Stephan, Kathryn A. Szabat, "Statistics for Managers Using Microsoft Excel", Pearson, ISBN-10: 8120348133, ISBN-13: 978-8120348134

Course Design	Prof.S.N.Vivek Raj
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Course Title				INTRODUCTION TO AGRIBUSINESS MANAGEMENT	
Course Code				24ABT518	
Credit Units				4	
Course Objectives					
The course aims to provide students with foundational knowledge of agribusiness and its critical role in agriculture and the rural economy. It explores key concepts, components, and management practices related to agribusiness, helping learners understand how agricultural enterprises operate, compete, and grow sustainably.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	-	-	2	4
Pre – Requisites		None			
Course learning Outcomes					
CL01. Understand the scope, structure, and significance of agribusiness in the agricultural economy.					
CLO2. Identify the components and functions of input, production, and post-harvest agribusiness systems.					
CLO3. Apply basic management principles to solve practical agribusiness problems.					
CLO4. Analyse agribusiness enterprises using strategic and marketing perspectives.					
Course Syllabus					Weightage
Module I: Foundations of Agribusiness					20%
Introduction to Agribusiness and its Scope- Components of Agribusiness System- Role of Agribusiness in Economic Development-Evolution and Structure of Indian Agribusiness Sector					
Module II: Input and Production Management					20%
Agribusiness Supply Chains and Input Marketing – Farm Management and Decision-Making Tools- Types of Agricultural Enterprises and Risk Factors -Case studies from agri inputs industry – Seeds, Fertilizers and Farm & Machinery etc.					
Module III: Post-harvest and Value Addition					20%
Agribusiness Operations in Processing and Storage – Agri Value Chains and Agro Industries – Role of Food Processing in Agribusiness – Cold Chain and Logistic Management					
Module IV: Agricultural Marketing and Finance					20%
Marketing of Agricultural Products: Strategies and Channels – Role of Cooperatives, FPO’s and Retail Chains – Introduction to Agribusiness Finance and Credit Institutions – Risk Management and Crop Insurance.					
Module V: Strategy and Entrepreneurship in Agriculture					20%
Strategic Planning and Competitive Advantage in Agribusiness – Innovations and Technology in Agribusiness (Agri Tech, ICT Tools etc.) – Entrepreneurship Development and Start-ups in Agribusiness – Government Policies and Support Systems					
Pedagogy for course Delivery					
Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application					
End Semester Examination Scheme					
Theory (%)		Practical / Project (%)			
100%					
Theory Assessment					
Continuous Assessment Score components				End term Examination	
Other Assessments		Class tests		60	

16	24	
Course Mapping		
Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes
CL01	PL01	PE01
CL02	PL01	PE01
CL03 & CL04	PL04	PE03
Reference Book		
1. Beierlein, J. G., Schneeberger, K. C., & Osburn, D. D. (2007). Principles of Agribusiness Management. Waveland Press. 2. Azhakan Valarmathi, S. (2020). Agribusiness Management. New Century Book House. 3. Drummond, H. E., & Goodwin, J. W. (2011). Agricultural Economics. Pearson. 4. Acharya, S. S., & Agarwal, N. L. (2019). Agricultural Marketing in India. Oxford & IBH 5. Government of India Reports: Doubling Farmers' Income, APEDA, NABARD Reports.		
Course Design		Dr. S Sarath

Course Title		RESEARCH METHODOLOGY IN BUSINESS MANAGEMENT			
Course Code		24ABT519			
Credit Units		3			
Course Objectives					
The course on Research Methodology in Business Management is intended to familiarise the students on the principles of adopting the scientific research in solving problems in Agribusiness. Further the course equips the students on various fundamental concepts, tools and techniques of Research.					
L	T	P	SW	FW	TOTAL CREDITS
1	1	-	-	2	3
Pre – Requisites		None			
Course Learning Outcomes					
Upon completion of this course student will be able to					
CLO1: Explain the principles of research and its role in business Management.					
CLO2: Structure the foundations for carrying out research					
CLO3: Display ability to perform the statistical tools on Research.					
Course Syllabus					Weightage
Module I: Introduction to Research					20%
Introduction to Research – Objectives- Types of Research-An overview of Research process – Application of research in Agri Business. Identifying of the problem – Formulating research questions, Review of Literature - Literature Search in database - Need for Literature Review, Research gap, Identifying variables					
Module II: Research & sampling Design					20%
Research Designs – Types - Exploratory Studies, Descriptive Studies, Causal Studies –Experimental and factorial design. Choosing an appropriate design for the project – Measurement scales – nominal, ordinal, interval and ratio scales; Sampling Design – Probability and Non-Probability sampling techniques, Determination of Sample size					
Module III: Research Instrument and Data Collection methods					20%
Formulation of a Research Instrument – Reliability and Validity Tests - Role of Validated Instruments. Primary data collection methods & secondary data collection Methods. Identification of Primary and Secondary data for Agribusiness.					
Module IV: Hypothesis Testing and Analysis					30%
Univariate and Bivariate Analysis; Hypothesis Testing; Factor and Cluster Analysis. Application of statistical tools in problems of Agribusiness Research.					
Module V: Article Writing					10%
Preparation of research paper - Article writing- Essentials and contents of article– Formatting – References in APA style - Plagiarism test.					
Pedagogy for course Delivery					
Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application.					
End Semester Examination Scheme					
Theory (%)			Practical / Project (%)		
100%					
Theory Assessment					
Continuous Assessment Score components				End term Examination	
Other Assessments		Class tests		60	
16		24			

Course Mapping		
Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes
CL01	PL01	PE01
CL02	PL02	PE01
CL03	PL03	PE02
Reference Books 1. Donald R. Cooper and Pamela S. Schindler, Business Research Methods, 12/e, McGrawhill Publications, New York, 2018 2. Daniel Nunan, Naresh K. Malhotra, David F. Birks, Marketing Research An Applied Approach, 5/e, Pearson, UK, 2017		
Course Design	Dr. D.Susana	

Course Title		Management and Business Communication			
Course Code		24ABT522			
Credit Units		1			
Course Objectives Application of business communication principles through creation of effective business documents and oral presentations. Includes study and application of team communication and use of technology to facilitate the communication process.					
L	T	P	SW	FW	TOTAL CREDITS
1		-	-	-	1
Pre – Requisites		None			
Course Learning Outcomes - On Successful completion of the course the student should be able to demonstrate good understanding of:- CLO1: Effective Business Communication & Business Writing CLO2: Develop and deliver effective presentation					
Course Syllabus					Weightage
Module I: Communication					25%
Communication- Basics, Concepts and Types; Communication Process, Barriers & Distortion; Importance of LSRW in Communication.					
Module II: Business World Communications					50%
Group / Team Meetings or Discussions, Writing Memos, Email Communication; Business Letter, and Reports.					
Module III : Presentation					25%
Public speaking, presentation and Body Language					
Pedagogy for course Delivery → Individual / Group Activities; Discussion - Movie Review, Recent Biz etc.; Presentation - Biz trends					
End Semester Examination Scheme					
Theory (%)			Practical / Project (%)		
N/A			N/A		
Theory Assessment					
Continuous Assessment Score components				End term Examination	
Class Assessment				N/A	
100%					
Course Mapping					
Course Learning Outcomes			Program Learning Outcomes	Program Educational Objectives	
CLO 1			PLO4	PEO 3	
CLO 2			PLO2	PEO2	
Reference Book 1. Bovee. 2008. Business Communication Today. 7 th Ed. Pearson Edu 2. Ramchandran, K. K, Lakshmi, K. K and Karthik, K. K. 2007. Business Communication. MacMilla n Hill.					
Course Design		Dr. K Raman			

SEMESTER – II

Course Title				Project Management and Entrepreneurship	
Course Code				24ABT507	
Credit Units				3	
Course Objectives					
The course provides a complete overview of all aspects of a Project venture. It will introduce the concept of creating new enterprises and the process of managing innovation.					
L	T	P	SW	FW	TOTAL CREDITS
1	1			2	3
Pre – Requisites		None			
Course learning Outcomes					
On successful completion of the course students will be able to					
CL01: Understand and articulate the impact of innovation and entrepreneurship process.					
CL02: Integrate entrepreneurial thinking and problem-solving into professional aspirations					
Course Syllabus					Weightage
Module I: Innovation and New Venture Creation					25%
Introduction to the Spiral Model of Development. The three axes of the Spiral Model of Development. Sources of Innovation, Introduction to various risks involved in Innovation & Growth and learn how to adapt, change, & pivot.					
Module II Ideation					20%
Designing a product/service. New product development methods & strategies, Role of technology and planning for product design & development.					
Module III: Achieving Company Readiness					20%
Customer Development and validation, Production & Distribution channels, Product Market fit, Open Innovation Strategies, Ecosystem Development & Partnerships and exploiting networks, Alternate Markets & Growth plans.					
Module IV- Achieving Company Readiness					10%
Creating new ventures-Knowhow on company registration, business planning, the trading off-risks and beyond. Leadership and Team formation, Intellectual Property, Manning Investments, Business planning, Tradeoff between Risk / Reward					
Module V-Corporate Venturing					15%
Developing Businesses and Talent through Corporate Venturing - Implementing and managing Innovation					
Module VI: Pitching					10%
Pitch Presentation, Venture case study					
Pedagogy for course Delivery					
Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application					
End Semester Examination Scheme					
Theory (%)			Practical / Project (%)		
			100%		
Theory Assessment					
Continuous Assessment Score components				End term Examination	
Other Assessments		Class tests		40	
45		15			
Course Mapping					
Course Learning Outcomes		Program Learning Outcomes		Program Educational Outcomes	
CLO1		PLO1. PLO2		PEO1. PEO2	

CL02	PL03, PL05	PE01, PE02, PE04
Reference Book 1. Ben Horowitz, (2014), The Hard Thing about Hard Things: Building a Business When There are No Easy Answers, Harper Collins 2. Steve Blank & Bob Dorf, (2012), The Startup Owner's Manual: The step-by-step guide for building a great company, K&S Ranch		
Course Design		Dr. Shripria V

Course Title		Financial Management			
Course Code		24ABT508			
Credit Units		3			
Course Objectives					
The Financial Management course introduces the framework of financial decision making in a business organisation. The course provides insights on investment, financing Liquidity decisions and Financial Services.					
L	T	P	SW	FW	C
2	1	-	-	0	3
Pre – Requisites		Nil			
Course learning Outcomes					
CLO1: Explain the basic concepts of financial management and Financial Services					
CLO2: Display the best investment option among alternatives					
CLO3: Construct the optimum capital structure and the working capital requirements					
Course Syllabus					Weightage
Module I: Introduction to Financial Management					10%
Introduction – objectives of financial management – Profit Vs Wealth Maximization- Role of finance managers - Basics of Time Value of Money.					
Module II: Investment Decisions					20%
Investment Decisions: Capital Budgeting – Importance – process – determining cash flows – Techniques– Capital Rationing.					
Module III: Cost of Capital					20%
Financing Decisions: Sources of finance – Long term. Cost of capital: Concept and importance; Computations of cost of capital – Weighted Average Cost of Capital.					
Module IV: Capital Structure					20%
Capital Structure – Meaning– Theories of capital structure-NI, Traditional approach, NOI and MM approach- Optimum capital structure					
Module V: Liquidity Decisions					15%
Liquidity Decisions: Management of working capital – Determinants – Forecasting of working capital – Cash, Receivables and Inventory Management. Sources of finance – Short term.					
Module VI: Business Financing and Financial Services					15%
Business Financing System in India- Money and Capital Markets- Venture capital financing and its stages- micro finance-Factoring and Forfeiting (Concepts)					
Pedagogy for course Delivery					
Theoretical concepts shall be imparted during lecture sessions. Case studies and course assignment shall be used for anchoring concepts					
End Semester Examination Scheme					
Theory (%)			Practical / Project (%)		
100%					
Theory Assessment					
Continuous Assessment Score components				End term Examination	
Other Assessments			Class tests		60
16			24		
Course Mapping					
Course Learning Outcomes	Program Learning Outcomes			Program Educational Objectives	
CL01	PLO1			PEO1	
CL02	PLO2			PEO2	

CL03	PL02	PE02
Reference Book 1. IM Pandey, Financial Management. 12th edition, Pearson, 2021. 2. Y.Khan & P.K.Jain, Financial Management: Text, Problems and Cases, 8th Edition, 2018 3. S Gurusamy, Financial Services, McGraw Hill Education, 2009		
Course Design	Dr D.Susana and Dr.S.Sangeetha	

Course Title		Human Resource Management			
Course Code		24ABT509			
Credit Units		3			
Course Objectives					
This course introduces students to the basics of Human Resource Management and explores the role of human resources and its contribution to strategy and business growth. The students will develop conceptual knowledge in the areas of Recruitment, Selection, Induction, Training and Development, Career Planning, Succession Planning, Performance management, Compensation, Employee separation and Exit interviews. Upon completion of the course students should be able to understand the basics of Human Resource Management.					
L	T	P	SW	FW	C
2	1	-	-	0	3
Pre – Requisites		Nil			
Course learning Outcomes					
On successful Completion of the course students will be able to					
CL01: Describe the role of Human Resource Functions in an organization.					
CL02: Demonstrate a critical understanding of the functions of various human resource activities in an organization					
CL03: Identify the significance of ethical issues in HR practices and the management of people.					
CL04: Demonstrate knowledge in emerging HR Trends					
Course Syllabus					Weightage
Module I: Human Resource Management: Concept and Challenges					25%
Introduction, Objectives, Scope, Features of HRM, Role of HRM, Importance of HRM, Policies and Practices of HRM, Functions of HRM, Challenges of HRM. Introduction to SHRM: Define SHRM, its importance and nature. HRM Models					
Module II: Talent Acquisition and Retention					20%
Human Resource Planning: Definition, objectives, needs, importance, process, barriers. Job Analysis and Job Evaluation: Job description, job specification, comparison. Job Design: Factors, enrichment vs. enlargement. Recruitment: Sources, difference from selection, process, induction, orientation. Career Planning: Process, development, succession planning, importance to business continuity, transfer, promotion. Employee Retention: Importance, strategies.					
Module III: Managing Employee Performance and Training					20%
Performance Appraisal & Management: Definition, objectives, importance, process, methods. Performance measurement purpose. Appraisal vs. management, potential appraisal. Training & Development: Definition, scope, framework, organizational role, objectives. Training process, needs assessment, types, training vs. development, e-learning, benefits, evaluation (Kirkpatrick model).					
Module IV: Compensation Management					20%
Concept, Objectives, Importance of Compensation Management, Process, Current Trends in Compensation. Factors in compensation plan. Wage/ Salary differentials, Components of salary. Incentives and Benefits Financial & Nonfinancial Incentive, Fringe Benefits. Employees Separation - Retirement, Termination, VRS, Golden Handshake, Dismissal and Suspension, Concepts & Methods, Grievance Procedure in Indian Industry					
Module V: Emerging Trends in HRM					15%
AI-enabled HRM, Sustainable HRM, HRIS, HR Accounting, HR Audit, HR Shared Services Concept, Objective, Benefits, Issues creating HR Shared Services.					
Pedagogy for Course Delivery					
Lecture, Discussion, Debate, Case Analysis.					
End Semester Examination Scheme					
Theory (%)		Practical (%)		Project (%)	
100%		-		-	

Course Assessment				
Continuous Assessment Score components			End Semester Examination	
Other Assessments	Class tests		60	
16	24			
Course Mapping				
Course Level Outcomes	Competency	Performance Indicators	Program Level Outcomes (PLO's)	PEO's
CLO1	C1.1	C1. P1	PLO1	PEO1
CLO2	C1.1	C1. P1	PLO1	PEO1
CLO3	C6.3	C6. P3	PLO4	PEO4
CLO4	C1.6	C1. P6	PLO1	PEO1
Reference Books:				
1. Gary Dessler & Biju Varrkey <i>Human Resource Management</i> , Sixteenth Edition, Pearson (2020)				
2. Ashly Pinnnington, Rob Macklin, Tom Campbell, <i>Human Resource Management Ethics and Employment</i> , 2nd Edition, OUP Oxford				
3. K. Aswathappa, <i>Human Resource Management Text and Cases</i> , 8th Edition, Mc Graw Hill Publication				
Course Design		Prof. Narayanan V.V. and Dr. Maria Tresita Paul V.		

Course Title		Business Analytics			
Course Code		24ABT510			
Credit Units		3			
Course Objectives					
The Course Introduction to Business analytics provides students with a fundamental understanding of various Business Analytics concepts and components. The course introduces basic technologies in Business analytics projects and applications, and various challenges faced by organization while integrating Business analytics into the business process					
L	T	P	SW	FW	C
2	1	-	-	0	3
Pre – Requisites		Nil			
Course learning Outcome					
On successful completion of the course students will be able to					
CLO1 To demonstrate an understanding on core Business Analytics Frameworks and their application in strategic decision-making.					
CLO2: To measure the Business Analytics technologies and to optimize their application for business challenges.					
CLO3: To Display ability to implement and address a business problem by weaving data analysis into core processes through practical knowledge					
Course Syllabus					Weightage
Module I: Overview of Business Analytics					10%
Introduction to Analytics, The Paradigm Shift- From Data to Insight, From Business Intelligence to Business Analytics, Levels of "Intelligence", Opportunities and avenues in Business Analytics					
Module II: The Business Analytics Cycle					30%
Objective, Data, Analytic Tools and Methods, Implementation, Guiding Questions, Requirements for Integrating Business Analytics, Common Questions, Digital Transformation - Evolution of ERP, Big Data & Data Science					
Module III: Data Mining and Data Analytics					20%
Predictive Analytics, Forecasting, Optimization, Simulation, Natural Language Processing (NLP) Network Analytics, Text Analytics					
Module IV: Data Issues & Management					20%
Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data & Data Classification, Importance of Data Visualization.					
Module V: Applications in Business Domains					20%
Customer Churn Prediction and Retention Strategies, Personalized Marketing and Recommendation Engines, Dynamic Pricing and Revenue Optimization, Supply Chain Optimization and Predictive Maintenance, Fraud Detection and Risk Management, Prescriptive Analytics and Business Process Optimization.					
Pedagogy for course Delivery					
The Course will provide a platform, and strong fundamentals required for integrating business analytics solutions into business process. The Course Delivery will have emphasis both on theory and practical applications. Theoretical concepts shall be imparted through lecture and practice sessions. Scenario Analysis, Case Study discussions and Live Demonstrations using analytics tools shall be used for anchoring concepts and to elaborate practical applications of Business Analytics. E x c e l analysis or python programming / any other relevant software tools using AI.					
End Semester Examination Scheme					
Theory (%)			Practical / Project (%)		

100%		
Theory Assessment		
Continuous Assessment Score components		End term Examination
Other Assessments	Class tests	60
16	24	
Course Mapping		
Course Learning Outcomes	Program Learning Outcomes	Program Educational Objectives
CLO1	PL01	PEO1
CLO2	PL02	PEO2
CLO3	PL02	PEO2
Reference Book		
1. Hardoon R., David and Shmulei G, Getting Started with Business Analytics: Insightful Decision Making, Boca Raton Florida, Chapman and Hall/CRC, 2013. 2. Dean Abbott, Applied Predictive Analytics: Principles and Techniques for the Professional Data Analyst, John Wiley & Sons, Inc,2014. 3. Business Analytics: The Science of Data-Driven Decision Making, U. Dinesh Kumar, 3rd Edition, 2022, Wiley. 4. Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking, Foster Provost and Tom Fawcett, 2nd Edition, 2023, O'Reilly Media		
Course Design	Dr M Rani	

Course Title		Agricultural Inputs Marketing			
Course Code		24ABT511			
Credit Units		4			
Course Objectives					
The objective of this course is to give the students an understanding of different marketing concept and marketing system in context of marketing of agricultural inputs.					
L	T	P	SW	FW	C
2	1	-	-	2	4
Pre – Requisites		Nil			
Course learning Outcomes					
CLO1: Explain the basic concepts of Agricultural Markets and Agricultural Inputs Marketing					
CLO2: Explain the different categories of Agricultural Inputs eg. Seeds, fertilizers, pesticides, farm and irrigation equipment, tractors etc.					
CLO3: Explain the channel partners and the strategy of Agricultural Inputs Marketing					
Course Syllabus					Weightage
Module I: Agricultural Inputs Marketing					20%
Meaning and importance – Management of distribution channels for agri inputs marketing-Agricultural inputs and their types-farm and non-farm, role of cooperatives, public and private sectors in agri inputs marketing, Agricultural inputs: Yield enhancing, yield protecting and facilitating inputs, role of extension services in promoting agricultural inputs					
Module II: Seeds and Seeds Marketing					20%
Importance of seeds- hybrid seeds, high yielding quality seeds and planting materials-Demand and supply of seeds-Seed marketing channels, pricing, strategy adopted for marketing seeds, export and import of seeds- Role of NSC and State Seeds Corporation- Indian Seeds Act-Genetically Modified Seeds and regulations etc. Floriculture: Export business and strategies.					
Module III: Fertilizers and Plant Protection Chemicals Marketing					20%
Production, export-import of fertilizers-Demand – Consumption/Supply of fertilizers-Fertilizer marketing system- subsidies-Marketing channels, Distribution challenges. Role of IFFCO and KRIBCO in fertilizer marketing. Plant Protection Chemicals-production-domestic consumption and exports-pricing and marketing strategies- Role of biologicals as a sustainable nutrient supply system.					
Module IV: Irrigation and Farm Equipment					20%
Types of Irrigation equipment-importance and advantage. Drip Irrigation-marketing strategy- Role of private and Govt., in promoting drip irrigation-subsidies etc. Farm Machinery: Production-supply and demand- Industry structure-Marketing and Distribution channels. Role of Agro Industries Corporation - marketing of farm machines. Future of farm equipment and tractors in India.					
Module V: Agri-Inputs Marketing: Present condition and Future Prospects					20%
Agri-inputs Market: Current competitive situation, Sustainable Agriculture; Objectives-Strategies for Agri-Inputs Marketing (Positioning -Branding strategies), Technical Knowledge based marketing (basis for product and pricing), Building trust through knowledge transfer (basis for product prometom), Integrated agri inputs supply model (basis for place strategy) and Future directions (Implementation aspects). Role of MNC's in Indian Agri-Inputs market.					
Module VI: Guests Lecture from Industry & Case study analysis					15%
Invited guests lectures and case study analysis					
Pedagogy for course Delivery					

Theoretical concepts shall be imparted during lecture sessions. Case studies and course assignment shall be used for anchoring concepts

End Semester Examination Scheme

Theory (%)	Practical / Project (%)
100%	

Theory Assessment

Continuous Assessment Score components		End term Examination
Other Assessments	Class tests	60
16	24	

Course Mapping

Course Learning Outcomes	Program Learning Outcomes	Program Educational Objectives
CLO1	PL01	PEO1
CLO2	PL02	PEO2
CLO3	PL02	PEO2

Reference Book

1. Agricultural Marketing in India. Acharya S S and Agarwal N L (2004). 4TH Edition. Oxford & IBH.
2. A Text Book of Agri-business Management. Broadway A C and Broadway A A (2003). Kalyani Pub.
3. Agri-inputs Marketing in India. Pingali Venugopal & Ram Kaundinya (2014) Sage Publishing
4. Rural Marketing. Singh A K & Pandey S (2005). New Age Pub.
5. Rural Marketing.-Focus on Agricultural Inputs. Singh Sukhpal (2004). Vikas Pub.

Course Design	Dr K Raman
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Course Title		Business Law and Ethics			
Course Code		24ABT512			
Credit Units		3			
Course Objectives					
The primary purpose of the course is to introduce the concept of enforceable laws to the issues emerging in the field of agriculture. Having a wider scope other than the agricultural practices the courses enable the students to identify the unique legal facets and applications that would benefit the agricultural community and society at large.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	-	-	-	3
Pre – Requisites		None			
Course learning Outcomes					
CLO 1 : Explain the basic elements of contracts and special contracts with special reference to agricultural industry					
CLO 2: Illustrate the types of companies and cooperative form of organization and management in agricultural sector					
CLO3: Present and analyse ethical issues and its specific objectives in agricultural organizations					
Course Syllabus					Weightage
Module I: Law of Contracts					20%
Definition of contract and agreement – Classification of contracts, Essential elements of a valid contract – Offer - Acceptance - Consideration - Capacity to contract - Free consent, Void contracts– Legality of object - Performance of contract – Remedies for breach of contract - Quasi contracts.					
Module II: Special Contracts					20%
Salient features of contract of agency, Bailment and pledge, Indemnity, and guarantee. Contract of Agency - Sale of Goods Act – Distinction between sale and agreement to sell - Conditions and warranties – Overview of Insurance Laws as applicable for Agri produces					
Module III: Institutional Management – Company and Cooperative Laws					20%
Definition of company – Characteristics - Classification of companies - Formation of company – Principal Documents - Memorandum and Articles of association – Registration and Incorporation of a Company- Raising of capital – Various modes of raising capital – Management of the company – Governance and Winding up. Organisation and registration of cooperative societies – need and importance – procedure to be followed – assessing the viability norms – requirement – conditions to be fulfilled.					
Module IV: Other special acts for Agri Industry					20%
Essential Commodities (Amendment) Act, 2020 - Farmers' Produce Trade and Commerce (Promotion and Facilitation) Act, 2020- Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Act, 2020, APMC Act, MRTP Act – Major provisions and implications					
Module V: Ethics for Agri Business Practices					20%
Ethics in Agriculture. Critical Issues- Pressure on natural resources – Industrialization of Agriculture – Concentration of economic power – Bias against the poor – Maintenance of natural resources and biodiversity – Reducing the gap between affluent and the poor – Protection of natural resources – Flora and Fauna.					
Pedagogy for course Delivery					

Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application

End Semester Examination Scheme

Theory (%)	Practical / Project (%)
100%	

Theory Assessment

Continuous Assessment Score components		End term Examination
Other Assessments	Class tests	60
16	24	

Course Mapping

Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes
CL01	PL05	PEO 1
CL02	PL05	PEO1
CL03	PL04 & PL05	PEO3

Reference Book

1. Ravindhar Kumar – Legal aspects of Business – Cengage Fifth edition 2021
2. CA. Virendhar K.Pamcha – Registration and Management of Cooperative Societies – Xcess Books

Course Design	Dr.V. Kaarthiekhayan
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Course Title		Operations Management			
Course Code		24ABT520			
Credit Units		4			
Course Objectives					
The course on operations management familiarizes the students with the concepts underlying effective operations of planning, operating, and controlling production of goods and services. The course includes approaches to forecasting, inventory management, aggregate planning, materials requirements planning, layout and location strategies and quality control practices that help to improve the productivity of an organization.					
L	T	P	SW	FW	TOTAL CREDITS
3	1	-	-	0	4
Pre – Requisites		None			
Course Learning Outcomes					
On successful completion of the course the students will be able to					
CLO1: Demonstrate the concepts and applications of operations management for achieving competitive advantage.					
CLO2: Propose suitable tools and techniques of operations management for productivity improvement.					
CLO3: Display analytical thinking skills in the application of suitable tools governing quality for effective business decision making.					
Course Syllabus					Weightage
Module I: Operations Strategy and Planning					20%
Fundamentals - Manufacturing and service organizations - Operations management (OM) functions - OM interaction with other functional areas of management; OM decisions - Contributions of OM - Global perspective of OM - Careers in OM - Operations strategy - Demand forecasting					
Module II: Product Development & Process Design					15%
New product development – Techniques and Technology in new product development - Process design decisions: structure, customer involvement, vertical integration, resource flexibility, capital intensity - Selection of process design - Technology development process.					
Module III: Supply Chain Management, Facility Capacity, Location, and Layout					25%
Introduction to SCM - Capacity Planning - Capacity decisions for service Operations Location decisions - Location analysis - Product and process layouts.					
Module IV: Inventory Management					20%
Fundamentals of inventory - Inventory costs - Basic EOQ models - Aggregate planning Materials Requirements Planning - Just-in-Time Manufacturing - Enterprise Resource Planning					
Module V Quality Management and Sustainability					20%
Quality defined - Quality Philosophies- Dimensions of quality - Quality costs - Statistical quality control (SQC) techniques - Work measurement and Productivity – Sustainability in OM					
Pedagogy for course Delivery					
Theoretical concepts shall be imparted during lectures and tutorial sessions. Case studies and field work shall be used for anchoring concepts and to elaborate practical application					
End Semester Examination Scheme					
Theory (%)			Practical / Project (%)		
100%					
Theory Assessment					
Continuous Assessment Score components				End term Examination	
Other Assessments		Class tests		60	
16		24			
Course Mapping					
Course Learning Outcomes	Competency	Performance Indicators	Program Learning Outcomes	Program Educational Outcomes	
CLO1	C1.1	C1.P1	PLO1	PE.01	
CLO2	C1.2	C1.P2	PLO2	PE.02	

CL03	C3.2	C3.P2	PL02	PE.02
Reference Book 1. Mahadevan, B. (2018). <i>Operations Management: Theory and practice</i> (3rd ed.). Pearson Education. 2. Heizer, J., & Render, B. (2020). <i>Operations Management</i> (13th ed.). Pearson. 3. Krajewski, L., Ritzman, L., & Malhotra, M. (2019). <i>Operations Management: Processes and supply chains</i> (12th ed.). Pearson				
Course Design		Dr. Waqas Niazi		

Course Title		AGRICULTURAL EXTENSION MANAGEMENT			
Course Code		24ABT521			
Credit Units		3			
Course Objectives					
The course is intended to orient the students with the concept of Agricultural extension education and its importance in Agricultural Business Development.					
L	T	P	SW	FW	TOTAL CREDITS
1	1	-		2	3
Pre – Requisites		None			
Course Learning Outcomes					
CLO1. To understand the need and role of Agricultural extension management in Agricultural development.					
CLO2. To understand the nature of Agricultural extension delivery system and model					
CLO3. To understand how Farmer's groups and organizations are developed for transfer of technology					
CLO4. To understand the promotion of Agri Enterprises and Participatory management process					
Course Syllabus					Weightage
Module I: Organization and management of Agricultural Extension Services					20 %
Agricultural organizational pattern and delivery mechanism along with strengths and weaknesses of extension systems. Extension management: Emerging concept of extension management, extension planning and implementation process, types of extension services, need and focus of extension in the context of globalization.					
Module II: Decentralized Extension Delivery System					20 %
Indian experiences in operationalization of ATMA model of extension, organisational arrangements, integrated delivery of services, focus on process issues and participatory planning and implementation of programmes. Strategic planning for agricultural development. Focus on developing comprehensive strategic plans for agricultural development in the district, related to research, extension, inputs managements, marketing, capacity building etc. Public-Private Partnership: Promotion of PPP, models and methodologies to support development initiatives of the major extension system at district level. Focus on setting-up institutional mechanism to involve private sector personnel like NGO's, Private organizations, Agri-Clinics and Farm consultants to support extension services.					
Module III : Promotion of Farmer Groups and Organization					20 %
To facilitate Farmer's access to new technologies, markets and get the benefit of scale of operation, promotion of farmers interest groups, commodity interest groups, women interest groups and farmer organizations or federations as a strategy. Farm Business Management: for improving the profitability of small, marginal and other categories of farmers. Market led Extension: Extension for meeting emerging markets, and guiding farmers to operate a demand driven production system. Farming system approach: Practice of Integrated farming involving field crops, animal husbandry, sericulture and fisheries, need to focus on farming system approach and hi-tech technology transfer.					
Module IV :Participatory Planning and Management					15%
Principles and concept of Participatory Management, involving local stakeholders. Linkages and service providers at the operational lev. Managerial issues in extension, Capacity building and Strategic development. Progressive farmers as change agents to disseminate technologies. Role of Farm schools and Agri clinics. Participation of Women in Agriculture etc.					
Module V: Promotion of Agri Enterprises					25%

Agri Enterprises include inputs, infrastructure facilities and other services that are required for farmers. Management of local resources, self-employment opportunities for rural youths – Agri-entrepreneurship concept. Role of ICT tools and techniques in Agribusiness Management. Climate change and Agriculture, Sustainable Agricultural Development etc.			
Pedagogy for course Delivery			
Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical applications.			
End Semester Examination Scheme			
Theory (%)		Practical / Project (%)	
100 %		NA	
Continuous Assessment Score components		End term Examination	
Other Assessments		Class tests	60
16		24	
Course Mapping			
Course Learning Outcomes		Program Learning Outcomes	Program Educational Outcomes
CLO1		PLO1	PEO1
CLO2		PLO3	PEO2, PEO1
CLO3		PLO1	PEO1
CLO4		PLO3	PEO2, PEO1
Reference Book			
1. Sendilkumar, R and Jaganathan D (2008). Textbook of Agricultural Extension Management. Paperback.			
2. Gupta K R. Text book of Agricultural Extension Management			
Course Design		Dr K Raman	

Course Title				BEHAVIORAL SCIENCES AND LEADERSHIP DEVELOPMENT	
Course Code				24ABT523	
Credit Units				1	
Course Objectives The course is designed to expose the students to advanced behavioural sciences and Leadership Development, in Agri Business Management and their applications; To train them in advanced behavioural sciences and its application in business.					
L	T	P	SW	FW	TOTAL CREDITS
1	0	0	0	0	1
Pre – Requisites		None			
Course learning Outcomes CLO1: To Facilitate and enhance the skill required for decision making. CLO2: To Develop Team spirit and to know the importance of working in Teams.					
Course Syllabus					Weightage
Understanding self and Effectiveness					10%
Self-Development and Interpersonal Skills					10%
Problem Solving and Creative thinking					10%
Group Dynamics and Team Building					10%
Stress and Coping Strategies					10%
Personality, Nationalism and Human values					10%
Interpersonal Communication					10%
Relationship Management					10%
Personal and Professional Excellence					10%
Leading through Teams					5%
Professional Excellence					5%
Pedagogy for course Delivery Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application					
End Semester Examination Scheme					
Theory (%)			Practical / Project (%)		
NA			NA		
Theory Assessment					
Continuous Assessment Score components				End term Examination	
Other Assessments		Class tests			
50					
Course Mapping					
Course Learning Outcomes		Program Learning Outcomes		Program Educational Outcomes	
CLO1		PLO3		PEO1	
CLO2		PLO4		PEO3	

Reference Book:

1. Fred Luthans, 2007“Organizational Behaviour”, McGraw –Hill International Edition New Delhi.
2. Chris Argyris, David A Schon, 1996, “Organizational Learning II: Theory, Method, and Practice”, Addison-Wesley. ISBN 0201001748.

Course Design

Dr.Deepa M

SEMESTER – III

Course Title		Agricultural Planning & Strategic Management			
Course Code		24ABT613			
Credit Units		3			
Course Objectives					
This course conveys the concept of strategy and its usefulness by exposing students to a variety of organizational situations and challenges, particularly in the Agricultural sector. It enables students to look at some of the organizations eg. Private, Public, MNC's and Govt. sector, in their totality and appreciate the inter-relationships among different functions. It will also help students to understand the short-term and long-term planning and strategies followed in the organizations and thereby enable them learn how to formulate policies and participate in the implementation of various corporate strategies.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	-		0	3
Pre – Requisites		Marketing Management			
Course learning Outcomes					
CLO1. To understand what a strategy and its importance in an organization is, from the business point of view.					
CLO2. To understand how strategic planning process in organization and how it is implemented for short-term and long-term business operations.					
CLO3. To identify the different benchmarking and problem-solving practices that are currently practiced in the corporate world.					
Course Syllabus					Weightage
Module I: Environmental Analysis					15%
Current challenges faced by top Agri MNC's-known and un-known, history and surprises- General nature of external environment affecting agri economy and businesses as a whole- Environmental scanning- framework profile of the agri business environment—SAP/ETOP &Core Competency/KSF's etc.					
Module II: Strategic Planning Process					15%
Planning process at various levels in the organization- Enterprise level planning process-Corporate Planning Process-Strategic Planning process. Components of Strategic Management process and recent initiatives. Strategic Planning Formulation: Vision, Mission and Values. SWOT Analysis, Strategi choices, BCG Matrix, Competitive forces and the five forces etc.					
Module III: Strategy Implementation					20%
Organizational structure and design-resource allocation and control-Strategic Leadership for Managing Change- Understanding Leadership- Leadership Effectiveness- Leadership through spiritual intelligence- Strategies for managing dynamic changes and group exercise- Strategic Thinking processes					
Module IV: Benchmarking					30%
Types of benchmarking-Identifying relevant benchmarking practices-case study. Balanced Score Card (BSC)-Importance of BSC in the changing scenario, Preparation of BSC-Group exercise and Performance Management System et.					
Module V: Problem Solving					20%
Problem solving and action plans- Strategic Planning in VUCA environment (Scenario Planning) and Strategy formulation for a Networked World (Collaborative Business Model)					
Pedagogy for course Delivery					
Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application					

End Semester Examination Scheme		
Theory (%)		Practical / Project (%)
100%		
Theory Assessment		
Continuous Assessment Score components		End term Examination
Other Assessments	Class tests	60
16	24	
Course Mapping		
Course Learning Outcomes Competency	Program Learning Outcomes	Program Educational Outcomes
CLO1	PL01	PEO 1
CLO2	PL02	PEO2
CLO3	PLO4, PLO5	PEO1, PEO4,
Reference Books		
1.		
Course Design	Dr. K Raman	

Course Title	Agri Sales and Distribution Management				
Course Code	24ABT614				
Credit Units	4				
Course Objectives: The objective of this course is to introduce the concepts of Sales and Distribution Management concepts, Personal selling, sales planning, demand forecasting, and budgeting of Agri related products and services. The topics also include management of sales territories and quotas, managing sales information, sales force management and controlling. Importance of agri distribution management in marketing. Agri channel structure, functions and flow of channel relationships, important channel institutions- agri retailing and wholesale operations and strategy. Design and planning of channel system, channel management, including channel conflict handling, physical distribution, sales and distribution with focus on international market and e-distribution management.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	0	0	2	4
Pre – Requisites		Marketing Management			
Course learning Outcomes At the end of the course the student will be able to CLO1: Understand the concept and process of sales and distribution of agricultural products and services CLO2: Apply the concepts of sales and distribution for demand forecasting and budgeting of agri products and services, able to manage the sales force as well as channel partners in an effective manner. CLO3: Will gain professional knowledge and skill to set-up and manage sales and distribution channels for the retailing of agricultural products and services, handle conflicts as well as learn the new skills of handling international markets as well as e-distribution etc.					
Course Syllabus					Weightage
Module I: Introduction of Sales Management Introduction of Sales Management: Evolution of sales management, importance of role of sales manager in an organization. Sales management strategy, nature of personal selling, strategic sales management, emerging trends in sales management etd.					10%
Module II: Process of Selling and Selling Strategy for Agri Products & Services Steps in selling process, discovering and understanding buyer’s needs, sales presentation, handling objections, closing techniques, follow-up, negotiation skills, strategic planning, sales strategy, selling challenges. Forecasting of sales, sales budget, sales organisation, salesforce and sales management. Purpose of sales organization, types of organization, optimum sales force size, staffing, recruiting, and selecting salesforce. Defining a sales territory, procedure for designing a sales territory, sales quotas, importance, types, methods etc. Need for sales training, motivating the salespeople, importance of motivation, compensating the salesforce, supervising salespeople. Definition of sales promotion, importance, Objectives, benefits and drawbacks of sales promotion, types of sales promotion, evaluation of sales promotion etc.					10%

Module III: Introduction to Agri Distribution Management and Channel Institutions: Need for and importance of distribution set-up for agri products and services, role of distribution Fin marketing-mix, agri retail management strategies, aspects of designing stores at distributors and retail ends, FDI in agri retailing, in India. Franchising and e-tailing, definition of wholesaler, classification and functions of wholesalers, strategic issues in wholesaling, cash and carry wholesale, trends in wholesaling, future of wholesaling, in India. Functioning of new models of e-tailing of farm-fresh vegetables and fruits Valuation of natural resources, Property rights, Economic Evaluation of Natural Resources – Revealed Preference Method, Evaluation of Natural Resources – State Preference Model. Sales and distribution of dairy products, processed foods and other ready-to-eat food items etc.		30%
Module IV: Agri Channel System & Management: Strategies involved in agri channel design and planning, channel conflict, conflict resolution, channel policies. Agri distribution management for services eg. E-Choupal, HUL Sakti project etc. Case study: HUL Project Shakti, ITC e-Chaupal, Godrej Aadhaar etc. Channel Information System: Importance of information system for management of agri channels, elements, role of IT, use of hand-held devices. Market logistics and supply chain management, material handling, extension to supply chain management, IT enabled logistic services, advances in SCM, latest technology involved in SCM, AI, ML, Robotics etc.		30%
Module V: International Sales & Distribution Management: The nature of international agri markets, selection of markets, market intelligence and research, Selling Agri products and services in international markets; Legal aspects of International business, Risk and challenges involved in international marketing etc.		20%
Pedagogy for course Delivery Theoretical concepts shall be imparted during lecture sessions in a discussion mode. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application		
End Semester Examination Scheme		
Theory (%)		Practical / Project (%)
100%		
Theory Assessment		
Continuous Assessment Score components		End term Examination
Other Assessments	Class tests	60
16	24	
Course Mapping		
Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes
CLO1	PLO1	PEO1
CLO2	PLO3	PEO1&2
CLO3	PLO5	PEO4
Reference Book: 1. Sales and Distribution Management. Krishna K Havaladar and Cavale Vasant M (2018). Tata McGraw Hill Pub. C., 3rd eds. 2. Sales and Distribution Management. Tapan K Panda and Sunil Sahadev (2011). Oxford University Press. 3. Sales and Distribution Management. Pingali Venugopal. Sage Publication.		
Course Design	Dr. K Raman	

Course Title				Rural Marketing	
Course Code				24ABT615	
Credit Units				4	
Course Objectives					
To introduce learners to the key concepts and practices of natural disaster management; to equip them to conduct thorough assessment of hazards, and risks vulnerability; and capacity building.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	0	0	2	4
Pre – Requisites		None			
Course learning Outcomes: The student should be able to					
CLO1. Understand the concepts and principles of Indian rural markets, it’s structure, consumption pattern, infrastructure etc.					
CLO2. Will get an idea about the rural consumer behaviour, the various characteristics of rural consumer, and buying process					
CLO3. To understand the rural distribution channel and how segmentation, targeting and positioning of agri inputs and services are done					
CLO4. To understand the role innovation as well as the scope of AI, ML, and ICT in agriculture.					
Course Syllabus					Weightage
Module I: Introduction to Rural Marketing Environment					15%
Evolution of Rural markets -understanding rural customers-definition of rural marketing-rural market structure-BoP structure - constitution-rural occupation pattern-employment-consumption pattern-rural Vs urban divide-rural infrastructure market size-rural market paradox-influences in rural markets					
Module II: Rural Consumer Behaviour					25%
Rural marketing environment-understanding rural consumer-consumer behaviour models-Factors affecting consumer behaviour-characteristics-consumer buying process-value of rural consumer-Profiling-Diffusion of Innovation-Rural market research					
Module III: Rural Marketing Strategy					20%
Marketing principle in rural areas-Distribution channels in rural areas-4P’s & 7P’s of rural marketing- Segmentation, Targeting, Positioning Strategy-Product strategy-Pricing strategy-Distribution Strategy-Communication strategy-Financial strategy-Management of Salesforce in rural marketing					
Module IV: INNOVATION IN RURAL MARKETS					20%
Need and role of innovation in rural markets-Importance of ICT in rural distribution-Role of AI in rural innovation and transformation.					
Module V:The Future of RURAL MARKETING					20%
Future trends in rural marketing-Focused marketing strategy-Rural vertical-consumer finance-Retail IT models-e-Commerce and online marketing in rural areas- Public-Private Partnership models					
Pedagogy for course Delivery					
Theoretical concepts shall be imparted during lecture sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application					
End Semester Examination Scheme					
Theory (%)			Practical / Project (%)		
100%					
Theory Assessment					
Continuous Assessment Score components				End term Examination	
Other Assessments		Class tests		60	
16		24			

Course Mapping		
Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes
CL01	PL01	PE01
CL02	PL03	PE01 & PE02
CL03, CL04	PL04	PE03
Reference Books		
1. The Rural Marketing Book. Pradeep Kashyap and Siddhartha Raut (2010). Biztantra, New Delhi 2. Rural Marketing: Challenges and Opportunities. Dinesh Kumar and Punam Gupta (2017). Sage Texts.		
Course Design		Dr. K Raman

Course Title				Natural Resource Management and Climate Change	
Course Code				24ABT624	
Credit Units				3	
Course Objectives 1) To develop an understanding of natural resources and their role in sustainable agri business. 2) To examine the impact of climate change on agriculture and natural ecosystems. 3) To introduce strategies for the sustainable management of natural resources and adaptation as well as mitigation strategies, relevant to climate – smart agriculture. 4) To enable students to evaluate agri business practices through the lens of environmental sustainability					
L	T	P	SW	FW	TOTAL CREDITS
2	1	0	0	0	3
Pre – Requisites		None			
Course learning Outcomes: The student should be able to CLO1. Identify and classify the different types of natural resources relevant to agriculture CLO2. Analyse the impact of natural resource degradation and climate change on agribusiness systems and evaluate biodiversity management practices for a sustainable agri business operation. CLO3. Formulate climate-resilient strategies and practices in the context of agribusiness management. CLO4. Assess the role of policy and institutions and Integrate climate-smart technologies into agribusiness models for improved sustainability and productivity.					
Course Syllabus					Weightage
Module I: Introduction to Natural Resources					15%
Classification: Renewable and non-renewable, Role of natural resources in agriculture, Resource depletion and degradation, Policies and governance in resource management					
Module II: Soil and Water Resource Management					25%
Soil fertility, erosion, and conservation techniques, Irrigation systems and water-use efficiency, Watershed management, Legal and institutional frameworks.					
Module III: Forests, Biodiversity and Land Use					20%
Agroforestry and sustainable forestry, Biodiversity conservation measures, land use planning and land degradation.					
Module IV: Climate Change and Smart Agriculture					20%
Global warming and greenhouse gases, Impact of climate change on agriculture and food systems, Climate vulnerability and risk assessment, Principles of climate-smart agriculture (CSA), Technologies and innovations (e.g., precision farming, AI/ML tools), Mitigation strategies (carbon sequestration, low-emission practices), Adaptation strategies (drought-resistant crops, insurance models)					
Module V: Policies, Institutions and International Agreements					20%
National Action Plans on Climate Change (NAPCC), Paris Agreement, IPCC, and UNFCCC, Role of agribusiness in policy compliance and green entrepreneurship					
Pedagogy for course Delivery Theoretical concepts shall be imparted during lecture sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application					
End Semester Examination Scheme					

Theory (%)		Practical / Project (%)	
100%			
Theory Assessment			
Continuous Assessment Score components		End term Examination	
Other Assessments	Class tests	60	
16	24		
Course Mapping			
Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes	
CLO1	PLO1	PEO1	
CLO2	PLO3	PEO1 & PEO2	
CLO3, CLO4	PL04	PEO3	
Reference Books			
1) FAO. (2013). <i>Climate-Smart Agriculture: Sourcebook</i> . 2) UNEP. (2021). <i>State of the Environment Reports</i> . 3) Singh, S. (2020). <i>Natural Resource Economics and Management</i> . 4) IPCC Assessment Reports (latest editions)			
Course Design		Dr. K Raman	

Course Title				BUSINESS CONSULTING	
Course Code				24ABT625	
Credit Units				2	
Course Objectives By the end of this session, students will be able to:					
CLO1. Understand the consulting industry and business models.					
CLO2. Apply structured problem-solving and analytical thinking, and manage client relationships and projects etc.					
CLO3. Prepared Business consulting proposals and deliver actionable insights					
CLO4. Evaluate the ethical and strategic dimensions of consulting business .					
L	T	P	SW	FW	TOTAL CREDITS
1	1	0	0	0	2
Pre – Requisites		None			
Course learning Outcomes CLO1: To Facilitate and enhance the skill required for decision making. CLO2: To Develop Team spirit and to know the importance of working in Teams.					
Course Syllabus					Weightage
Module 1: Introduction to Business Consulting					10%
Nature and purpose of Management Consulting. History and evolution of the consulting industry, Types of consulting firms – Strategy, Operations, IT, HR, Boutique etc. Consulting career pathways and skills needed. Scope of consulting business in India					
Module II: Consulting Framework and Methodologies					20%
Mutually Exclusive Collectively Exhaustive (MECE) principle; Issue and Logic trees, Hypothesis driven consulting – Root cause analysis etc.					
Module III: Client Engagement, Relationship Management and Problem Structuring, Data collection, Analysis etc.					25%
The consultant-client relationships-The consulting lifecycle – Client Onboarding and expectation setting – Mapping difficult clients – Defining project objectives and success criteria, Writing project plan proposals, Project Planning Tools (Gantt, WBS, RACI), Data collection and analysis etc.					
Module IV: Different facets of Business Consulting					25%
Financial and Market analysis for consultants: The Consulting process Business model analysis, Consulting in various areas of management eg. HR, Marketing, IT Finance, etc. Competitive Benchmarking, Cost-Benefit and ROI analysis. Strategy and Operations consulting: Strategic planning and growth strategies, Process improvement (Lean, Six Sigma), Change management principles. Digital Transformation and Tech Consulting: Role of digital in business, transformation, Cloud automation, data strategy etc., Case studies from tech companies					

Module V: Communication and Presentation Skills, Ethical considerations		20%
Storytelling with data, Structuring (Pyramid principle), Executive summary writing. Confidentiality, bias, and conflict of interest, ESG and sustainability consulting, navigating grey areas in client work etc.		
Pedagogy for course Delivery		
Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application		
End Semester Examination Scheme		
Theory (%)	Practical / Project (%)	
NA	NA	
Theory Assessment		
Continuous Assessment Score components		End term Examination
Other Assessments	Class tests	
50		
Course Mapping		
Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes
CLO1	PLO3	PEO1
CLO2	PLO4	PEO3
Reference Book:		
1. Management Consulting – A guide to the profession. Milan Kubr (Eds.), 2017 edition, Bookwell Publications, New Delhi.		
2. Management Consulting in India by Srivastava U K and Srivastava P (Eds.). 2012, Sage.		
3. <i>The McKinsey Way</i> by Ethan Rasiel		
4. <i>Flawless Consulting</i> by Peter Block		
5. <i>The Pyramid Principle</i> by Barbara Minto		
Course Design		Dr. K Raman

Course Title	Research in Agribusiness Management I				
Course Code	24ABJ30				
Credit Units	6				
Course Objectives					
The course provides an opportunity to the students to apply knowledge and skills acquired from other theory courses offered as a part of Agri Business management program across first and second year and work to solve the industry aligned issues faced in Agribusiness Management					
L	T	P	SW	PJ	TOTAL CREDITS
-	-	-	-	50 – 60 hrs	6
Pre – Requisites		None			
Course learning Outcomes					
On successful completion of the course the students will be able to:					
CLO1: Exhibit knowledge of current affairs on the research area of study					
CLO2: Formulate appropriate research plan for conducting research in a chosen field of Agri Business Management					
CLO3: Display ability to Identify most appropriate analytic techniques for solving issues in Agri Business Management.					
Course Syllabus					Weightage
Research in Agri Business management: Phase I					100%
As a part of this course students are expected to propose a solution for the challenges and issues faced by the agribusiness firms by conducting scientific research study. Students are required to work on a challenging assignment in any Agri Business sector of their choice under the supervisory guidance of an experienced faculty and industry mentor. Research in Agri Business management is carried out in two phases. In phase one students are expected to define the research problem, review the literature related to area of study and draft a detailed research plan under guidance of industry and academic mentor.					
Pedagogy for course Delivery					
Students will take up a field study for 6 weeks which comprises of 30 hours of preparatory work, 240 hours of Field work and 30 hours for report preparation and mentored throughout project at various phases viz. problem definition, review of literature and research design.					
End Semester Examination Scheme					
Theory (%)			Practical / Project (%)		
			100%		
Theory Assessment					
Continuous Assessment Score components				End term Examination	
Other Assessments		Class tests		50% (Report and Viva-voce)	
50 % (Report and presentation)					
Course Mapping					
Course Learning Outcomes			Program Learning Outcomes	Program Educational Objectives	
CLO1			PL01	PEO1	
CLO2			PL01	PEO1	
CLO3			PL03	PEO2 & PEO1	

Reference Book

1. Business Research Methods, 11/e Donald R. Cooper and Pamela S. Schindler, McGrawhill Publications

2. Marketing Research Applied Insight by Daniel Nunan, Naresh K. Malhotra, David F. Birks · 2020

Course Design

Dr.A.Latha

SEMESTER – IV

Course Title				RISK MANAGEMENT IN AGRICULTURE	
Course Code				24ABT616	
Credit Units				3	
Course Objectives					
The objective of this course is to expose the students to the various forms of risk in Agriculture , Risk management strategies, and the mechanism of mitigation of risk, details of insurance policies etc.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	0	0	-	3
Pre – Requisites		None			
Course Learning Outcomes					
CLO1: To learn the fundamentals of risk and risk management					
CLO2: To familiarize the kinds of risks that are involved in agriculture / farming					
CLO3: To impart knowledge about the various strategies for risk management					
CLO4: To emphasize on different insurance policies available for risk mitigation					
Course Syllabus					Weightage
Module I: Introduction to Risk and Types of Risk in Agriculture					20%
Overview of risk in Agriculture and farming, Types of risk, Risk Management Strategies and mechanisms, Decision making process in farm business management under risk and uncertainty					
Module II: CLIMATE VARIABILITY AND CHANGE					20%
Effect of climate risk in agriculture and farming, Challenges in climate variability, Drought risk Floods & Cyclones, Catastrophe Protection for non-borrowing farmers, Bankruptcy laws etc.					
Module III: PROCUTION RISK					20%
Impact of technological changes in agriculture- Improved crop varieties, Fertilizers, Moisture stress, Pests & Diseases, Impact of riskiness of net returns, Evidence on aggregate instability, Output stability etc.					
Module IV: RISK MANAGEMENT THROUGH AGRICULTURAL INSURANCE					20%
Introduction, National Agricultural Insurance Scheme (NAIS), Crop Insurance as Risk Mitigation Tool, Impact of Crop Insurance on Farmers, Suicides by Farmers, Crop Insurance- Types, Benefits and constraints, Crop Insurance evolution, Crop Insurance Penetration, Fundamental Issues, Actual regime and risk transfer, Insurance and credit linkage, Insurance of Vegetables and perennial Horticultural Crops, Weather Insurance, Farm Income Insurance, Livestock Insurance, Package Insurance, Role of Private sector participation in crop insurance, Financial Implication etc.					
Module V: ROLE OF PRICE SUPPORT MEASURES IN RISK MANAGEMENT					20%
Introduction, Minimum support Price (MSP), Market Intervention Scheme (MIS), Scheme for Tribals, Price Stabilization Fund Trust (PSFT), Credit Risk Fund, Contract Farming as Price Risk Mitigation- Introduction, Contract farming and Risk management, Contract farming in private sector- challenges etc.					
Pedagogy for course Delivery					
Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application					
End Semester Examination Scheme					
Theory (%)			Practical / Project (%)		
100%					

Theory Assessment		
Continuous Assessment Score components		End term Examination
Other Assessments	Class tests	60
16	24	
Course Mapping		
Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes
CLO1	PLO1	PEO1
CLO2	PLO1	PEO1, PEO4
CLO3	PLO3, PLO4	PEO1.PEO2, PEO3
CLO4	PLO5	PEO4
Reference Books		
1. Acharya and Agarwal (2017) Agricultural Marketing in India. Oxford & IBH Pvt. Ltd. 2. Government of India (2007). Report of the Working Group on Risk Management in Agriculture for the Eleventh Five Year Plan (2007-2012), GOI, New Delhi. 3. Ramaswami B; Shamika Ravi and Chopra S D(2004) Risk Management State of the Indian Farmer – A Millennium Study, Vol 22, Academic Foundation, New Deli.		
Course Design		Dr. K Raman

Course Title	DIGITAL AND SOCIAL MEDIA MARKETING				
Course Code	24ABT617				
Credit Units	3				
Course Objectives					
The student will understand Digital and Social Media Marketing practices, inclination of digital consumers and role of content marketing, the concept of e-commerce and developing digital marketing strategies, in the virtual world. Hands on training will also be imparted to market products and services through social media platforms such as Facebook, Instagram, Twitter, LinkedIn etc.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	-	-	0	3
Pre – Requisites		Marketing Management			
Course learning Outcomes					
CLO1. Explain the fundamental concepts, present need and scope of social media and digital marketing					
CLO2. To learn the suitable tools and technique for handling social media and digital platforms for marketing products and services, particularly agri products					
CLO3. Display analytical thinking skills in the application of social media and digital marketing strategies to understand the consumer behaviour and develop long-term relationships					
Course Syllabus					Weightage
Module I: Introduction to Social and Digital Media Marketing					15%
The new social media and digital world- trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer’s digital journey. Digital transformation, Online marketplace- Latest marketing strategies for the digital world, including marketing of agricultural products and services.					
Module II: E-Commerce and Internet Marketing					25%
Developing Digital Marketing Strategy-Introduction to E-Marketing, customer relationship management in the virtual world, online branding, online marketing, consumer buying behaviour in the digital age, Viral Marketing, Social Media Network, Applications of e-commerce and internet marketing for agricultural products and services-Strategy Implementation and control for digital marketing.					
Module III: Acquiring and Engaging User through Digital Channels					20%
Digital Marketing Mix- 7 P’s of marketing, Understanding the relationship between content and branding and its impact on sales, search engine marketing, mobile marketing, video marketing, and social media marketing, SEO, SEM -Online campaign management, using marketing analytics tools for market segmentation, targeting and positioning (STP). Overview of Search Engine Optimization (SEO), Role of AI in Agribusiness Marketing					
Module IV: Designing Organization for Digital Success					20%
Digital Transformation, Digital Leadership principles, Online P.R and reputation management. ROI of digital strategies, how digital marketing is adding value to business / agribusiness, and evaluating the cost effectiveness of digital strategies.					
Module V: Digital Innovation and Trends					20%

The contemporary digital revolution, digital transformation, framework, security and privatisation issues with digital marketing. Understanding trends in digital marketing – Indian and global context, online communities and co-creation, future of marketing gamification and apps etc. Issues in Social Media Marketing- data privacy, security, legal issues etc.		
Pedagogy for course Delivery Theoretical concepts shall be imparted during lecture sessions. Case studies and field work shall be used for anchoring concepts and to elaborate practical application		
End Semester Examination Scheme		
Theory (%)	Practical / Project (%)	
100%		
Theory Assessment		
Continuous Assessment Score components		End term Examination
Other Assessments	Class tests	60
16	24	
Course Mapping		
Course Learning Outcomes	Program Learning Outcomes	Program Educational Objectives
CLO1	PLO1	PEO1
CLO2	PLO2	PEO2
CLO3	PLO3	PEO1
Reference Books: 1. Vandana A (2015) Digital Marketing. Oxford University Press. India. 2. Eric Greenberg and Kates Alexander (2013). Strategi Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investmnts. McGraw-Hall. 3. David Whiteley (2017) E-Commerce Strategy, Technology and Applications. McGraw Hall Education.		
Course Design	Dr. K Raman	

Course Title		Agricultural Export Management and International Trade			
Course Code		24ABT618			
Credit Units		3			
Course Objectives					
To make the students understand the basics of Agricultural Export Management and international Trade, and also to give them an insight as to how agricultural exports are done, opportunities and challenges faced.					
L	T	P	SW	FW	TOTAL CREDITS
1	1	-		2	3
Pre – Requisites		None			
Course learning Outcomes					
CLO1: To understand the basic concept of Agricultural Export Management and International Trade					
CLO2: To learn and understand the various International Trade related tariffs and agreements					
CLO3: To understand the nature of agricultural export markets and strategies for marketing					
Course Syllabus					Weightage
Module I: Introduction to International Trade					20%
Trade theory: Comparative advantage, Instruments of Trade Policy (Tariff, Export Subsidies, Import Quotes, Export Restraints, Dumping, Cartels), and Impact of Globalization, in Indian Agriculture					
Module II: World Trade Agreement (WTO)					20%
World Trade Agreement (WTO) concept, Agreement on Agriculture, International Marketing Agreements- Basic concepts of International Business Environment					
Module III: International Marketing					15%
Export market selection and entry strategies – International Marketing Strategies and Strategy Mix					
Module IV: Export Financing					20%
Export financing for agricultural products, Export Insurance for agri products (perishable and non-perishable)- Export procedures and processes for agri products and export documentations.					
Module V: Indian Export Scenario					25%
Indian export scenario of agri products, Role of APEDA in supporting export of agricultural commodities and agri products					
Pedagogy for course Delivery					
Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application					
End Semester Examination Scheme					
Theory (%)			Practical / Project (%)		
100%					
Theory Assessment					
Continuous Assessment Score components				End term Examination	
Other Assessments		Class tests		60	
16		24			
Course Mapping					
Course Learning Outcomes		Program Learning Outcomes		Program Educational Outcomes	
CLO1 & CLO2		PLO1		PEO1	
CLO3		PLO2 & PLO5		PEO2 & PEO4	
CLO3		PLO3 & PLO5		PEO3 & PEO4	

Reference Book

1. Charles W; Hill L and Arun K Jain. International Business Competing in the Global Marketplace.
2. Ram Singh. International Trade Organization.
3. Aseem Kumar. Export and Import Management
4. APEDA Annual Report.

Course Design

Dr. K. Raman

Course Title	Research in Agri Business Management II				
Course Code	24ABJ31				
Credit Units	9				
Course Objectives					
The course on Research in Agri Business management II will develop the ability to analyse, research and propose a solution to a real problem of significance studied in Research in Agri Business Management 1 course. It will also enable the students to choose appropriate statistical measure to analyse data, interpret the results, and present the findings of their project.					
L	T	P	SW	PJ	TOTAL CREDITS
-	-	-	-	50-60 hrs	9
Pre – Requisites		Research in Agri Business Management 1			
Course learning Outcomes					
On successful completion of the course the students will be able to:					
CLO1: Display ability to use most appropriate analytic techniques for solving issues in Agri Business Management					
CLO2: Propose viable solution for the problem faced by the Agri Business firm.					
CLO3: Construct a Research report.					
Course Structure					
In this course students will undertake a field study and carry out the discussion with various stakeholders of research work for data collection and perform data analysis to propose feasible solution for the challenges faced by the Agri business firm.					
By the end of this course each student will present and submit a 15,000-word dissertation plus a 5,000-word summary paper suitable for future conference publication, The Components of research report will include Introduction, Methodology, Findings, Conclusions, Appendices, Bibliography after plagiarism check. Each student is allocated an academic mentor to provide guidance in this task, with regular scheduled meeting throughout the semester.					
A member of the academic staff may interact with the organizational supervisor for understanding the performance of the student during the period during the research work. Students further are expected to adhere to the rules and regulations/ code of conduct of the Organization for carrying out Internship					
Pedagogy for course Delivery					
Pedagogy: The pedagogy for the course will be directed and Independent Learning undertaken for 8 weeks.					
End Semester Examination Scheme					
Theory (%)			Practical / Project (%)		
			100%		
Theory Assessment					
Continuous Assessment Score components			End term Examination		
Other Assessments			Class tests	40	
45			15		
Course Mapping					
Course Learning Outcomes		Program Learning Outcomes		Program Educational Outcomes	
CLO1		PLO3		PEO2 & PEO1	

CL02	PLO3	PE02 & PE01
CL03	PLO4	PE03
Reference Books: 1. Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). Marketing research: An applied approach. Pearson Education Limited, 2017 2. Donald R. Cooper and Pamela S. Schindler, Business Research Methods, 11/e, McGrawhill Publications, 2013 3. S. Jaisankar, Data Analysis for Management Research, Archers and Elevators Publishing House, Bangalore, 2016		
Course Design	Dr.A.Latha	

Open Electives

Course Type	Course Title	Credit Hours				Credits
		L	T	P	FW	
24ABE626	Agri-Entrepreneurship Development and Venture Creation	3	0	0	2	4
24ABE627	Management of Cooperatives and Farmer Producer Organizations (FPO)	2	1	0	2	4
24ABE628	Commodity Trading Marketing, Futures and Options	2	1	0	2	4
24ABE629	Food Technology and Cold-chain Processing Management	2	1	0	2	4
24ABE630	Agricultural Finance and Agri Commercial Banking	2	1	0	2	4

Optional Electives

Course Type	Course Title	Credit Hours				Credits
		L	T	P	FW	
24ABE631	Procurement and Supply Chain Management	2	0	0	2	3
24ABE632	Role of AI and ICT in Agriculture	2	1	0	0	3
24ABE633	Sustainable Agriculture Management	2	1	0	0	3
24ABE634	Farm Power and Machinery Management	2	0	0	2	3

Course Title				Agri Entrepreneurship Development and Venture Creation	
Course Code				24ABE626	
Credit Units				4	
Course Objectives The basic objective of this course is to provide an overview of the Agri-entrepreneurial journey and new venture creation so as to enable students to become aware of how to set-up their own new business or start-up and scale it up in a profitable manner.					
L	T	P	SW	FW	TOTAL CREDITS
3	-	-	-	2	4
Pre – Requisites		None			
Course learning Outcomes CLO1: To understand the concepts and models of agri-entrepreneurial development CLO2: To analyse the feasibility and how to develop innovative products/services and build-up a start-up team CLO3: To learn how to create a successful business plan and understanding the productions, marketing, financial and operational plans of a new venture CLO4: To understand how to manage the growth and scale-up of the new business, valuation etc.					
Course Syllabus					Weightage
Module I: Introduction to Agri-entrepreneurship and start-up ecosystems					25%
The nature of agri-entrepreneurial development and start-up venture formation- History of entrepreneurial revolution- Entrepreneurial trends- Becoming an entrepreneur-Paths to entrepreneurship-Creativity and Opportunity and problem solving.					
Module II: Testing Business Concepts and Analysing Feasibility					25%
Developing concept for new business models-Analysing feasibility- Understanding the markets-Understanding product development-Building prototype – Product development cycle-Acquiring Intellectual Property Rights (IPR)-Building a start-up team-Understanding the numbers and scale-up plans-Identifying resource requirements-Positioning the ventures in the value chain-Financial metrics etc.					
Module III: Organizing the Venture Plan					25%
How to create a business plan-From feasibility to proof of concept-Stakeholder Interests-Creating a compelling story-Successful pitching the business plan-Selecting the legal entity for business plan-Establishing the social and ethical responsibility of the business plan-Structuring the entrepreneurial venture- Understanding the production, marketing, financial and operational plans					
Module IV: Scaling-up of the Business and Valuation					25%
Evolving the venture capital business – Venture capital market-Raising capital-Initial Public Offering (IPO), Valuation of Business- Venture capital- Staged valuation of target firm- Valuation under different operating strategies and sources of gains – LBO's, MBO etc. – Managing growth – factors affecting growth-diversification-managing change-Risk management – Leadership succession- Exit/ Selling of Business					
Pedagogy for course Delivery Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application					
End Semester Examination Scheme					
Theory (%)			Practical / Project (%)		

100%		
Theory Assessment		
Continuous Assessment Score components		End term Examination
Other Assessments	Class tests	60
16	24	
Course Mapping		
Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes
CLO1	PL02	PE02
CLO2	PL01	PE01
CLO3	PL01	PE01
Reference Book:		
1. New Venture Creation by Allen Kathleen. Cengage Learning 6 th Edition (2012)		
2. On Entrepreneurship and Start-ups-HBR Press, Boston (2018)		
Course Design		Dr. K Raman

Course Title	Management of Cooperatives and Farmer Producer Organizations (FPO)				
Course Code	24ABE627				
Credit Units	4				
Course Objectives					
The objective of the course is to provide the students an understanding and functioning of Cooperatives sector as well as Farmer Producer Organisation (FPO), in India as well as the managerial skills need to run these organizations in a successful manner.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	0	0	2	4
Pre – Requisites		None			
Course learning Outcomes					
CLO1: To understand the role and structure of Cooperatives and FPO's in Indian agribusiness sector.					
CLO2: To analyse the policies, legal, financial and governance framework involved in the formation of Cooperatives and FPO's.					
CLO3: Develop managerial skills specific to manager these institutions.					
CLO4: To explore the technology, sustainability and innovative applications in cooperative and FPO management.					
Course Syllabus					Weightage
Module I: Introduction to Cooperatives and FPOs					10%
History and evolution of cooperatives and FPOs in India - Structure and types: Primary, Secondary, and Tertiary Cooperatives; Producer Companies - Role in rural development and inclusive growth - Comparison: Cooperatives vs FPOs vs SHGs.					
Module II: Legal and Policy Framework					20%
Cooperative Societies Acts (State and Multi-State) - Companies Act, 2013 (Producer Company provisions)- FPO policy by SFAC, NABARD, and NAFED - Government schemes: Formation and Promotion of 10,000 FPOs.					
Module III: Governance and Organizational Management					20%
Governance models: Board structure, Member roles - Democratic management and accountability - Institutional development and leadership in member-based organizations - Conflict resolution and grievance redressal.					
Module IV: Financial Management and Funding					10%
Capital structure and member contribution - Credit access: Banks, NABARD, Venture Funds, Equity Grants - Working capital and financial planning - Audit and compliance requirements.					
Module V: Marketing and Value Chain Management					15%
Aggregation, grading, storage, and transport - Market linkages, branding, and pricing strategies - Forward and backward linkages - Contract farming and B2B models.					
Module VI: Technology and Digital Platform					10%
ICT and MIS systems for cooperative management - eNAM and other digital marketplaces - Blockchain, AI, and IoT for traceability and logistics - Mobile apps for farmer engagement and decision-making					
Module VII: Capacity Building, Strategy and Business Planning					15%
Member mobilization and motivation - Training programs for members and office bearers - Extension services and community engagement - Gender					

inclusion and youth involvement - Business model innovation for FPOs - Strategic planning and sustainability - Risk management: Climate, Market, Institutional - Scaling strategies: federations, partnerships, and diversification		
Pedagogy for course Delivery		
Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application		
End Semester Examination Scheme		
Theory (%)	Practical / Project (%)	
100%		
Theory Assessment		
Continuous Assessment Score components		End term Examination
Other Assessments	Class tests	60
16	24	
Course Mapping		
Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes
CL01	PLO1	PEO1
CL02	PLO3	PEO2
CL03	PLO4	PEO3
Reference Book		
1. Farmer Producer Organizations – Concept and Practice" by NABARD 2. "Indian Cooperative Movement: A Profile" by NCUI 3. "Producer Companies and Law" by Anil K. Sharma 4. Reports from SFAC, NABARD, and FPO Aggregation Platforms		
Course Design	Dr. K. Raman	

Course Title		Commodity Trading and Marketing			
Course Code		24ABE628			
Credit Units		4			
Course Objectives This course will give students a solid understanding of the nature, purpose and mechanics of derivatives with a focus on agricultural commodities. The course also helps the students to understand the hedging and designing hedging strategies for various commodity producers and users. It will also enable them to understand both put and call options and their potential use in a commodity risk management program.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	-	-	2	4
Pre – Requisites		None			
Course learning Outcomes CLO1: To understand the nature, purpose and mechanics of agricultural derivatives with a focus on commodity trading CLO2: To understand concept of hedging and designing hedging strategies for commodity producers and users. CLO3: To understand the put and call options and their potential use in commodity risk management program.					
Course Syllabus					Weightage
Module I: Introduction to Derivatives					15%
Derivatives definition-types of derivatives, products, participants and functions, exchange traded Vs OTC derivatives – how commodity derivatives differ from financial derivatives, commodities exchange in India- Commodities permitted for trading etc.					
Module II: Forward and Future					20%
Forward contract- settlement of forward contract-futures contract-specifications of future contracts- differenc-pricing-arbitrage- pricing commodity derivatives etc. Investment assets Vs consumption assets. The cost of carry model -pricing futures contracts on investment commodities-pricing futures contracts on consumption commodities- Swaps etc.					
Module III: Stock & Index Futures					20%
Index futures- forward contracts and stocks. Future contracts on indices and individual stocks- features- specifications-pricing. Hedging – speculation and arbitrage with stock index futures. Currency forwards and futures- Interest rate – forwards and futures etc.					
Module IV: Option Pricing					20%
Option basis-Binomial option pricing model. Factors affecting option price. Black and Scholes option pricing model- assumption-interpretation-implied volatility. Hedging strategies-Income generation with options. Option trading strategies-Greek Letters- Delta and Delta Hedging- Theta, Gamma and Neutrality etc.					
Module V: Sectoral Analysis					25%
Sectoral analysis (Agri Commodities), Weather derivatives, Volatility Models – GARCH, ARCH etc.					
Pedagogy for course Delivery Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application.					
End Semester Examination Scheme					

Theory (%)		Practical / Project (%)	
		100%	
Theory Assessment			
Continuous Assessment Score components		End term Examination	
Other Assessments	Class tests	40	
45	15		
Course Mapping			
Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes	
CLO1	PL01	PE01	
CLO2	PL03	PE02	
CLO3	PL03	PE02	
Reference Books:			
1. Option, Futures and other Derivatives by John Hall. Prentice Hall Pub.			
2. Risk Management & Derivative. Rene M Sultz. Cengage			
Course Design		Dr. K. Raman	

Course Title	Food Technology and Processing Management				
Course Code	24ABE629				
Credit Units	4				
Course Objectives					
The course on Food Technology and Processing Management aims at enriching the minds of students in learning the techniques of food processing. It aims to develop a holistic and multidimensional understanding of the topics on production and safety. It attempts to approach new areas of learning, develop competencies in the students for food science and technology thereby opening various avenues for skill development, academic understanding, entrepreneurship, and employment in food industry.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	0	-	2	4
Pre – Requisites		None			
Course learning Outcomes					
CLO1: To learn the fundamentals of food science and technology					
CLO2: To familiarize the techniques in management of food chain					
CLO3: To impart knowledge about the production, quality and safety management of foods					
CLO4: To emphasize on the importance of food business management.					
Course Syllabus					Weightage
Module I: Introduction to Food Science & Technology					20%
The scope of Food Processing Technology Introduction to basic food groups and nutrients, food pyramid, macro, and micronutrients. Classification of different categories of foods, Food hygiene, factors affecting food safety, personal hygiene, Adulteration, adulterants, and their effects on health.					
Module II: Food Chain Management					20%
Contamination in Food. Physical, chemical contaminants (heavy metals, pesticide residues, antibiotics, agrochemicals, veterinary drug residues, environmental pollutants, radionucleides, solvent residues, chemicals) and Natural toxins. Contaminants formed during processing & packaging – nitrosamines, acrylamide, alloys, benzene, dioxins and furans, persistent organic pollutants, polymers, etc. Chemicals from processing such as fumigants, autoxidation products, carcinogens in smoked foods,; intentional and unintentional additives.					
Module III: Production and Quality Management					20%
Management of hazards-Need , Control of parameters , Temperature control , Food storage ,Introduction to food quality management – Definition of quality, quality concepts, quality perception, quality attributes, Concepts of quality management: Objectives, importance and functions of quality control and quality assurance; Quality management systems in India ,Quality in the Agri- food production chain- Techno- managerial approach, food quality relationship and food quality management functions. Dynamics on the Agri- food production chain, core developments in food quality management.					
Module IV: Safety Management					20%
Basic concept , Prerequisites- GHPs ,GMPs, HACCP -case studies in HACCP, ISO series, TQM - concept and need for quality, components of TQM, Kaizen, Risk Analysis. Accreditation and Auditing.					
Module V: Food Business Management					20%
Identification and Assessment techniques, Business Idea Generation and evaluation exercise , Market Assessment study Analysis of competitive situation , SWOT Analysis for business and for competitors ,Preparation of business plan,					

Preparation of project report , Methods of Arrangement of inputs – finance and material.		
Pedagogy for course Delivery		
Theoretical concepts shall be imparted during sessions and interaction with policy makers through guest lectures. Debates and course assignment shall be used for exploring the policy framework and ensure more understanding.		
End Semester Examination Scheme		
Theory (%)	Practical / Project (%)	
100%		
Theory Assessment		
Continuous Assessment Score components		End term Examination
Other Assessments	Class tests	60
16	24	
Course Mapping		
Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes
CLO1	PLO1	PEO1
CLO2	PLO1	PEO1
CLO3	PLO4	PEO4
1. Vasant Desai (2011) The Dynamics of Entrepreneurial Development and Management, Himalya Publishing House Pvt. Ltd., Mumbai 2. D. David and S Erickson (1987) Principles of Agri Business Management , Mc Graw Hill Book Co., New Delhi. 3. Acharya S S and Agarwal N L (1987) Agricultural Marketing in India, Oxford & ISH Publishing Co., New Delhi. 4. David H. Holt (2002) Entrepreneurship – Anew Venture Creation, Prentice Hall of India, New Delhi. 5. Phill Kottler (1994) Marketing Management, Prentice Hall of India Private Limited, New Delhi. 6. Chandra, Prasanna (1996) Projects, Planning, Analysis, Selection, Implementation and Review, Tata McGraw-Hill Publishing Company Limited, New Delhi.		
Course Design	Dr.B.Poongodi	

Course Title		Agricultural Finance and Commercial Banking			
Course Code		24ABE630			
Credit Units		4			
Course Objectives					
Students will be able to demonstrate broad and coherent knowledge of the theoretical and professional disciplines of Agri banking, finance, investment analysis, portfolio management, accountancy, economics, quantitative methods, law, and the Financial Services Industry. Further they will be enabled to identify and evaluate the main sources of risk in the Agri banking and insurance sectors, particularly in the rural banking since it is the emerging field and offers tremendous opportunities for the fresh students of rural management.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	0		2	4
Pre – Requisites		None			
Course Learning Objectives					
CLO1: To understand the concepts related to Agricultural Finance and Commercial Banking					
CLO2: To understand the various portfolio involved in agricultural banking					
CLO3: To learn the various sources of agricultural lending, including Govt. schemes in the agricultural sector.					
CLO4: To understand the risk involved in the agricultural finance and the mitigation of the same.					
Course Syllabus					Weightage
Module I: Rural Finance					10%
Meaning, definition, features and importance, present overview, challenges safety of rural finance, sources of finance etc.					
Module II: Financial Inclusion and Exclusion					20%
Objectives, opportunities, causes, importance, three pillars of inclusion, Financial literacy, Banking Paradigm, Initiative and challenges etc.					
Module III: Agricultural Finance					25%
Overview to agriculture sector in India. Agricultural credit, problems and prospects, demand and supply of agriculture finance, rural credit to non-farm sectors, challenges for expanding agriculture finance.					
Module IV: Government Policies					25%
Role of Government institution in rural credit, non-government, semi-government, Quasi Government institutions, growth and present trends, study of Government schemes for rural assistance.					
Module V: Micro-finance Models					20%
Concept, evolution and growth of micro finance, difference between micro finance and micro credit, models of micro finance, Role of NABARD, GRAMIN Bank, BRAC and BANDHAN Bank, Success of bank policies and objectives, problems and prospects of MFI and SHG's.					
End Semester Examination Scheme					
Theory (%)			Practical / Project (%)		
100%					
Theory Assessment					
Continuous Assessment Score components				End term Examination	
Other Assessments			Class tests	60	

16	24	
Course Mapping		
Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes
CL01	PLO1	PE01
CL02	PLO3	PE02
CL03	PLO4	PE03
Reference Book 1. Accounting Text & Cases. Robert N. Tata McGraw Hill Publication. 2. A Textbook of Accounting for Mangement. Maheshwari S N. Vikas Publishing House. 3. Basic of Banking & Finance. Agarwal. Himalaya Publication. 4. Banking and Finance. Gupta. Ramesh Book Depot. 5. Agriculture Finance & Management. Sudha Reddy S and Raghu Ram P.		
Course Design	Dr.K Raman	

Course Title		Procurement and Supply Chain Management			
Course Code		24ABE631			
Credit Units		3			
Course Objectives					
The course introduces students to the concepts and process views of Agricultural Supply Chain Management, framework for structuring supply chain drivers, network designs, demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain in agriculture. The course also discusses the material and information flows in the supply chain process and provides insights on the supply chain drivers and other factors involved in designing an agri - supply chain.					
L	T	P	SW	FW	TOTAL CREDITS
2	-	-		2	3
Pre – Requisites		None			
Course Learning Outcomes					
CLO1: Explain the fundamental concepts in supply chain management and its applications in agri-business organisations					
CLO2: Propose suitable tools and techniques of supply chain management for taking effective supply chain decisions					
CLO3: Display analytical thinking skills in the application of suitable supply chain tools and techniques for improving supply chain efficiency					
CLO4: To try and understand practical application of SCM in agricultural value chain					
Course Syllabus					Weightage
Module I: Introduction to Supply Chain Management					20%
Changing business environment- SCM: Present need-conceptual model of SCM, evolution of SCM. SCM approach-traditional agri supply chain-Modern agri supply chain management approach – Elements in SCM. Future of SCM. Understanding Agri SCM. Integrated Agri SCM-SCM in Horticulture, Dairy, Poultry, Fishery etc. Competitive and supply chain strategies – Achieving Strategic Fit – Bull-whip effect					
Module II: Demand Management in Supply Chain					10%
Types of demand-Demand Planning and Forecasting-Characteristics of Forecasts. Forecasting methods-basic approach to demand-forecasting-Risk Management in Forecasting-Managing Demand-Managing Supply. Framework for structuring drivers – Performance measures – Customer service and Cost Trade-offs – Order delivery lead time – Calculating the length of supply chain – SC Cost and Efficiency – Working capital productivity					
Module III: Operations Management in Supply Chain					20%
Planning strategies-managing predictable variability-impact of seasonality of commodities. Economies of scale to exploit fixed cost-Quantity discounts. Managing uncertainty in a supply chain- Procurement Management in Agri SC, Purchasing cycle-Types of purchases-Contract/Corporate farming. Classification of purchase of goods or services. Traditional inventory management-Inventory models-EOQ, Assumption of EOQ Model, Practicalities, Safety stock Information requirements, Inventory counting systems, Materials requirements planning, Just in Time (JIT), Vendor Managed Inventory (VMI). Role of sourcing – In-house or outsource –					

Procurement process – Vendor Development and Localisation -Vendor Rating – Kraljic’s supply matrix - Strategic Sourcing – Global sourcing decisions.		
Module IV: Logistic Management		20%
History and evolution of logistics-Elements of Logistics Management-Distribution Management-Distribution strategies- Pool distribution, Transport management- Fleet Management-Service Innovation- Warehousing-Packaging for logistics-Third-Party Logistics (TPL/3PL/4PL), GPS Technology.		
Module V: Information Technology		30%
Role of IT in Supply Chain, Supply Chain IT Framework-IT Application in Supply Chain-SCM in Electronic Business-Risk Management in IT- Peerformance Measurement-Coordination and Controls in Agri Supply Management-Benchmarking-Introduction and concept-forms of benchmarking -obstacles to coordination in a supply chain. Managerial levers to achieve coordination etc.		
Pedagogy for course Delivery		
Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application		
End Semester Examination Scheme		
Theory (%)	Practical / Project (%)	
100%		
Theory Assessment		
Continuous Assessment Score components		End term Examination
Other Assessments	Class tests	60
16	24	
Course Mapping		
Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes
CLO1	PLO1	PEO1
CLO2	PLO3	PEO1
CLO3	PLO 4	PEO 1
CLO4	PLO4 &PLO5	PEO4
Reference Books:		
1.		
Course Design	Dr.V.Kaarthiekhevan	

Course Title		Role of AI and ICT in Agriculture			
Course Code		24ABE632			
Credit Units		3			
Course Objectives					
The students attending this course will get an opportunity to explores the transformative role of Artificial Intelligence (AI), Information and Communication Technologies (ICT), and data-driven innovations in agriculture. It equips students with knowledge and skills to leverage emerging technologies for increasing productivity, improving decision-making, and enhancing sustainability in agribusiness.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	-		-	3
Pre – Requisites		None			
Course learning Outcomes					
CLO1: Understand the fundamentals of AI and ICT in the context of agriculture.					
CLO2: Explore practical applications of AI, IoT, Big Data, and remote sensing in farming.					
CLO3: Analyse case studies and success stories from AgriTech startups and public initiatives.					
CLO4: Evaluate challenges, ethics, and policy issues in deploying digital technologies in agriculture.					
Course Syllabus					Weightage
Module I: Introduction to Digital Agriculture in Agribusiness Management					15%
Overview of traditional vs. digital agriculture. Role of AI and ICT in modern agribusiness. Global and Indian scenario in agri-digital transformation					
Module II: ICT Tools in Agribusiness Management					20%
Mobile apps, SMS services, and e-governance platforms. e-Choupal, Kisan Call Centres, m-Kisan. ICT for market linkages, weather updates, and crop advisory					
Module III: Role of AL, ML and Data Science in Agribusiness Management					25%
AI/ML concepts simplified for non-tech audiences. Supervised vs. unsupervised learning. Role of data in agriculture: sources and types					
Module IV: AI Application in Crop Management and Productivity					20%
Crop prediction and yield estimation. Disease and pest detection using AI. Decision support systems (DSS). Sensors, drones, and satellite imagery. Smart irrigation, soil health monitoring. Internet of Things (IoT) in field-level operations. Agricultural robots (harvesters, weeders, drones). AI-driven automation in greenhouses and farms. Labor efficiency and productivity gains					
Module V: Blockchain, Supply Chain Traceability and Agri Startup Ecosystem					20%
Introduction to blockchain. Use in agri-supply chains and food safety. Case studies in traceability and logistics optimization. Indian and global AgriTech landscape. Business models and investor perspectives. Role of incubators and					

accelerators in AgriTech. Digital divide in rural India. Data privacy, security, and ethics. Government schemes and support policies. AI in DairyTech (e.g., Stellapps). ICT in Extension Services (Digital Green). Smart villages and digital cooperatives	
Pedagogy for course Delivery Theoretical concepts shall be imparted during lecture and practice sessions. Field visits, Case studies and course assignments shall be used for anchoring concepts and to elaborate on practical application.	
End Semester Examination Scheme	
Theory (%)	Practical / Project (%)
60	40
Theory Assessment	
Continuous Assessment Score components	
Other Assessments	Class tests
20	30
End term Examination	
50	
Course Mapping	
Course Learning Outcomes	Program Learning Outcomes
CL01	PL01
CL02	PL03
CL03	PL03
Program Educational Outcomes	
PE01	
PE02	
Reference Books:	
1. "AI and Digital Technologies in Agriculture" by Food and Agriculture Organization (FAO). 2. "AgriTech Revolution in India" – NITI Aayog Reports. 3. Selected research papers, startup blogs, government portals (e.g., AgriStack, ICAR, Ministry of Agriculture). 4. Innovations in Agriculture – Diffusions to Disruptions by Dr R M Prasad. Danya Publications House, New Delhi (a division of Astral International Publications Pvt. Ltd., New Delhi)	
Course Design	Dr.K Raman

Course Title	Sustainable Agriculture Management				
Course Code	24ABE633				
Credit Units	3				
Course Objectives: This course will enable students to understand the importance of sustainable management in Agriculture and why there is a need to balance and protect the environment, societal and economic factors. They also learn the importance of the three pillars of sustainability ie; People (social equity and human capital), Planet (environmental practices and natural capital), and Profit (economic value and financial capital), and how to protect them on a long-term basis.					
L	T	P	SW	FW	TOTAL CREDITS
2	1	-	-	-	3
Pre – Requisites		None			
Course learning Outcomes CLO1: To Understand the Sustainability – Define sustainability and its importance in Agriculture, business and society. CLO2: To understand and explain the Evolution of Sustainability and its present importance CLO3: To apply the Triple Bottom Line Approach – Evaluate how businesses balance People, Planet, and Profit for long-term success. CLO4: To analyse Real-World Examples from Agriculture and examine case studies of companies successfully integrating sustainability					
Course Syllabus					Weightage
Module I: Introduction to Sustainability and Business					10%
Understanding Sustainability - Evolution of Sustainability, Sustainable Development Goals, Triple Bottom Line: Balancing People, Planet and Profits. Sustainability and Society- Conscious Capitalism, Profits with Purpose, E,S,G aspects of Sustainability					
Module II: Sustainable Business Models and Strategies					20%
Sustainability and Business Strategy - Business Case for Sustainability, Creating Shared Value, Circular Business Models. Integrating Sustainability into Business Practices- Eco Innovation, Green Product Development, Responsible Sourcing					
Module III: Corporate Social Responsibility (CSR) and Ethical Practices					20%
Understanding CSR- Evolution of CSR, Differing perspectives on CSR, CSR and Corporate Governance, CSR and Shareholder Activism, Stakeholder Management. Understanding Stakeholders, Ethical Decision Making for Stakeholders, Engaging Stakeholders, Corporate Philanthropy.					
Module IV: Environmental Sustainability and Resource Management					20%
Business Implications of Climate Change- Climate Change Adaptation, Net Zero Manifesto, Business Opportunities of Climate Change. Corporate Responses to Climate Change - Renewable Energy & Clean Tech, RRR approach to Waste Management, Water Stewardship					
Module V: Social Sustainability and Stakeholder Well-being					15%
Understanding Social Sustainability -Diversity, Equity, Inclusion, Well- Being and Work Life Balance. Employees and Community- Community Engagement and Employee Well Being, Alliances for Community engagement					
Module: VI: Measuring and Reporting Sustainability Performance					15%

Concepts of Sustainability Reporting - Sustainability Management System, KPIs of Sustainability, Concept of Materiality, Sustainability Reporting Frameworks. Sustainability Assessment- Responsible Investing, Balance Score Card for Sustainability, Performance Appraisal and Sustainability.			
Pedagogy for course Delivery			
Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application			
End Semester Examination Scheme			
Theory (%)		Practical / Project (%)	
100%			
Theory Assessment			
Continuous Assessment Score components		End term Examination	
Other Assessments		Class tests	60
16		24	
Course Mapping			
Course Learning Outcomes	Program Learning Outcomes		Program Educational Outcomes
CLO1 & CLO2	PLO1		PEO 1
CLO2	PLO1		PEO 1
CLO3	PLO3		PEO1
CLO4	PLO2		PEO2
Reference Book:			
1. Environment and Development: Views on Sustainability by Dr Bappa Sarkar and Dr Kishore Kumar, Allied Publishers Pvt. Ltd, New Delhi.			
2. Sustainability Management: Global Perspectives on Concepts, Instruments, and Stakeholders by Rudiger Hahn			
3. Global Development and the Environment: Perspectives on Sustainability by Joel Darmstadter. (2017), Routledge Revivals.			
Course Design		Dr. K Raman	

Course Title		Farm Power and Machinery Management			
Course Code		24ABE634			
Credit Units		3			
Course Objectives					
The course on Farm Power and Machinery Management familiarises the students to acquaint and equip with the latest design procedures of farm power and machinery systems. And to provide sufficient knowledge of mechanization status in the country and various techniques for farm machinery management					
L	T	P	SW	FW	TOTAL CREDITS
2	-	-		2	3
Pre – Requisites		None			
Course learning Outcomes					
CLO1: Demonstrate an understanding of Farm Power and Machinery Management					
CLO2: Appraise the various aspects of Level and scope of farm mechanization					
CLO3: : Create the economic feasibility and selection of optimum machinery and replacement criteria for farm machinery management					
Course Syllabus					Weightage
Module I: : Introduction to Farm Power and Machinery					10%
Modern trends, principles, procedures, fundamentals of farm power and machinery systems. Various sources of farm power, their availability and utilization, Objective, importance, and present status of farm mechanization					
Module II: Planning of Machinery					20%
Time and motion study. Man-machine task system in farm operations, planning of work system in agriculture. Computer application in selection of power units and to optimize mechanization system					
Module III: Farm machinery selection					25%
Farm machinery selection for different size of farms, Farm machinery selection for different agro-climatic conditions					
Module IV: Machinery Management					20%
Maintenance and scheduling of operations. Replacement of old machines, repair and maintenance of agricultural machinery, inventory control of spare parts, work study, productivity, and quality control					
Module V: : Economic Analysis					25%
Energy conservation - performance and power analysis - cost analysis of machinery - fixed cost and variable costs, effect of inflation on cost; selection of optimum machinery and replacement criteria- Break-even analysis and mechanization planning.					
Pedagogy for course Delivery					
Theoretical concepts shall be imparted during lecture and practice sessions. Case studies and course assignment shall be used for anchoring concepts and to elaborate practical application.					
End Semester Examination Scheme					
Theory (%)			Practical / Project (%)		
60			40		
Theory Assessment					
Continuous Assessment Score components				End term Examination	
Other Assessments		Class tests		50	
20		30			
Course Mapping					

Course Learning Outcomes	Program Learning Outcomes	Program Educational Outcomes
CL01	PL01	PE01
CL02	PL03	PE02
CL03	PL03	PE02
1. Bainer, R. Kepner, R.A. and Barger, E.L. 1978. Principles of farm machinery. John Wiley and Sons. New York. 2. Liljedahl, B: Tumquist, PK: Smith, DW; and Hoki, M. 1989. Tractor and its Power Units. Van Nostrand Reinhold 3. Culpin, C. 1978. Farm Machinery. Granada Publishing Ltd., London. 4. Kepner, R.A., Bainer, R. and Barger, E.L. 1987. Principles of Farm Machinery. C.S.B. Publishers and distributors, New Delhi. 1. 5. Smith, H.P. and Wilkes, L.H. 1979. Farm Machinery and Equipment. Tata McGraw-Hill Publishing Co. Ltd., New Delhi...		
Course Design	Dr.R.Vinayagasundaram	