# MBA Agribusiness Management
## III semester

**Course Name - Research Methodology in Business Management**
**Course Code - BM561**
**Course objective:**

- To develop an understanding of research methodology
- To focus on process and techniques of research

**Course Outcome:**

*After completion of the course, a student will be able to*

| COURSE OUTCOME (CO) | DESCRIPTION |
|---|---|
| **CO1** | Students will learn objective and purpose of research |
| **CO2** | Learner will learn the methods of sampling and different types of sampling |
| **CO3** | Students will learn use of quantitative techniques in business decision making |
| **CO4** | Students will learn how to use equations, determinants, matrices in business decisions |
| **CO5** | Students will learn how to use statistics in analysis |

**CO-PO MAPPING:**

| CO | | PO1 Basic knowledge about Management and | PO2 Problem solving: | PO3 Identification and Designing of research | PO4 Managerial Skills | PO5 Usage of Agribusiness principles and society | PO6 Environment and sustainability: | PO7 Ethics: | PO8 Individual and team work: | PO9 Communication: | PO10 Life-long learning: |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | Students will learn objective and purpose of research | 3 | 3 | 2 | 1 | 1 | 3 | 3 | 3 | 3 | 3 |
| CO2 | Learner will learn the methods of sampling and different types of sampling | 3 | 3 | 3 | 2 | 1 | 3 | 2 | 3 | 3 | 3 |
| CO3 | Students will learn use of quantitative techniques in business decision making | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 1 |
| CO4 | Students will learn how to use equations, determinants, matrices in business decisions | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 |
| CO5 | Students will learn how to use statistics in analysis | 3 | 2 | 2 | 2 | 3 | 2 | 1 | 1 | 3 | 2 |

**Course Name - Project Management and Entrepreneurship Development**
**Course Code - BM562**
**Course Objective**

1. To expose the learner to the fields of project management.

2. To focus on the different feasibility of the project.

3. To learn about the network methods.

4. To learn the fields of entrepreneurship development.

5. To develop new projects and encouraging them to start their own ventures.

**Course Outcomes -**

**CO1** - Manage the scope, cost, timing, and quality of the project Manage the scope, cost, timing, and quality of the project.

**CO2** - Identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in consultation with stakeholders.

**CO3** - Apply appropriate legal and ethical standards.

**CO4** - Appraise the role of project management in organization change.

**CO5** - Adapt project management practices to meet the needs of stakeholders from multiple sectors of the economy.

| CO's | PO1 - Basic knowledge about | PO2 - Problem Solving | PO3 - Identification | PO4 - Managerial skills | PO5 - Usage of Agribusiness | PO6 - Environment and | PO7 - Ethics: | PO8 - Individual and team work | PO9 - Communication | PO10 - Life-long learning |
|---|---|---|---|---|---|---|---|---|---|---|
| **CO1** - Manage the scope, cost, timing, and quality of the project Manage the scope, cost, timing, and quality of the project. | 2 | 3 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 |
| **CO2** - Identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 1 | 2 | 3 |

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|---|---|---|---|---|---|---|---|---|---|---|
| consultation with stakeholders. | | | | | | | | | | |
| **CO3** - Apply appropriate legal and ethical standards. | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 1 | 2 | 2 |
| **CO4** - Appraise the role of project management in organization change. | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 |
| **CO5** - Adapt project management practices to meet the needs of stakeholders from multiple sectors of the economy. | 1 | 2 | 3 | 2 | 2 | 2 | 1 | 1 | 3 | 2 |
| Mapping (1 - Strong, 2 - Medium, 3 - Weak) | | | | | | | | | | |

**Course Name – Food technology and processing management**
**Course Code – BE 561**
**Course objective:**

- To acquaint the students with different food processing techniques and their management
- To know the status of food industry
- To know the basic principles of food processing and food preservations by manipulation of parameters
- To know the analysis of costs in food organization, risk management, laws and regulations
- To know the various types of food industries

**Course Outcome:**

*After completion of the course, a student will be able to*

| COURSE OUTCOME (CO) | DESCRIPTION |
|---|---|
| **CO1** | Able to learn different food processing techniques and their management |
| **CO2** | know the status of food industry |
| **CO3** | Know the basic principles of food processing and food preservations by manipulation of parameters |
| **CO4** | analysis of costs in food organization, risk management, laws and regulations |
| **CO5** | Know the various types of food industries and their case studies |

**CO-PO MAPPING:**

| CO | PO1 Basic knowledge about Management and | PO2 Problem solving: | PO3 Identification and Designing of research | PO4 Managerial Skills | PO5 Usage of Agribusiness principles and society | PO6 Environment and sustainability: | PO7 Ethics: | PO8 Individual and team work: | PO9 Communication: | PO10 Life-long learning: |
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|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | Able to learn different food processing techniques and their management | 3 | 3 | 2 | 1 | 1 | 3 | 3 | 3 | 3 | 3 |
| CO2 | know the status of food industry | 3 | 3 | 3 | 2 | 1 | 3 | 2 | 3 | 3 | 3 |
| CO3 | Know the basic principles of food processing and food preservations by manipulation of parameters | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 1 |
| CO4 | analysis of costs in food organization, risk management, laws and regulations | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 |
| CO5 | Know the various types of food industries and their case studies | 3 | 2 | 2 | 2 | 3 | 2 | 1 | 1 | 3 | 2 |

**Name of Course/subject-** Management of Agro-chemical Industry
**Course Code: AG 561**
**Course Objective**
1. To expose students to the industry of agro chemicals and types of agrochemicals
2. To make student aware about plant protection equipments
3. To strengthen the students about biomagnifications of pesticides and pesticidal pollution.
4. To expose Indian scenario in agribusiness..
**Course Outcome:**
*After completion of the course, a student will be able to*

| COURSE OUTCOME (CO) | DESCRIPTION |
|---|---|
| CO1 | Students are well aware of agrochemical industry and may easily recognize different types of agro chemical |
| CO2 | able to know different kind of plant protection equipments and their usage in proper ways. |
| CO3 | Students are aware about biomagnifications of pesticides and pesticidal pollution. |
| CO4 | Students are well aware of Indian economic system and agribusiness environment in country. |

**CO-PO MAPPING:**

| | CO | PO1 Basic knowledge about Management and | PO2 Problem solving: | PO3 Identification and Designing of research | PO4 Managerial Skills | PO5 Usage of Agribusiness principles and society | PO6 Environment and sustainability: | PO7 Ethics: | PO8 Individual and team work: | PO9 Communication: | PO10 Life-long learning: |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | Students are well aware of agrochemical industry and may easily recognize different types of agro chemical | 3 | 3 | 2 | 1 | 1 | 3 | 3 | 3 | 3 | 3 |
| CO2 | able to know different kind of plant protection equipments and their usage in proper ways. | 3 | 3 | 3 | 2 | 1 | 3 | 2 | 3 | 3 | 3 |

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|---|---|---|---|---|---|---|---|---|---|---|
| CO3 | Students are aware about biomagnifications of pesticides and pesticidal pollution. | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 1 |
| CO4 | Students are well aware of Indian economic system and agribusiness environment in country | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 |

**Name of Course/subject- Seed Production Technology and Management**
**Course Code: AG 562**
**Course Objective**

1. To expose students to the seed technology

2. To focus on growing of different types of seeds

3. Seed Marketing; GM Crop seed, IPR, PBR

4. Study about Seed legislation and seed law enforcement.

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**Course Outcome:**

*After completion of the course, a student will be able to*

| COURSE OUTCOME (CO) | DESCRIPTION |
|---|---|
| **CO1** | able to know what are the basic technologies involved in seed production technology and how might be used for commercial seed production |
| **CO2** | able to know how to produce and maintain genetic purity of different types of seed |
| **CO3** | Students are bestowed with basic knowledge of seed marketing, IPR and its related aspects |
| **CO4** | Students are aware of Seed Control Act, Seed legislation etc. |
| **CO5** | Students are well aware of different seed programs executed in country. |

**CO-PO MAPPING:**

| CO | PO1 Basic knowledge about Management and Agribusiness | PO2 Problem solving: | PO3 Identification and Designing of research problems: | PO4 Managerial Skills | PO5 Usage of Agribusiness principles and society: | PO6 Environment and sustainability: | PO7 Ethics: | PO8 Individual and team work: | PO9 Communication: | PO10 Life-long learning: |
|---|---|---|---|---|---|---|---|---|---|---|
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|---|---|---|---|---|---|---|---|---|---|---|
| **CO1** | able to know what are the basic technologies involved in seed production technology and how might be used for commercial seed production | 3 | 3 | 2 | 3 | 1 | 3 | 3 | 3 | 3 | 3 |
| **CO2** | able to know how to produce and maintain genetic purity of different types of seed | 3 | 3 | 3 | 2 | 1 | 3 | 2 | 3 | 3 | 3 |
| **CO3** | Students are bestowed with basic knowledge of seed marketing, IPR and its related aspects | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 1 |
| **CO4** | Students are aware of Seed Control Act, Seed legislation etc. | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 |
| **CO5** | Students are aware of Seed Control Act, Seed legislation etc. | 3 | 2 | 3 | 1 | 1 | 2 | 2 | 3 | 2 | 2 |

**Course Name - Management of Agricultural Input Marketing**
**Course Code - BM563**

**Course Objective -**

1. To understand the different marketing concepts.

2. To learn about the seed Marketing.

3. To expose the students to the Fertilizer Marketing,Plant Protection Chemicals.

4. To explain the Farm Machinery and Implement.

5. To understand the role of different organisations in Agriculture.

**Course Outcomes -**

CO1 - Give the students an understanding of different marketing concept and marketing system in context of agricultural inputs.

CO2 - Understand to the Overview of Input Marketing

CO3 - Understand to the Seed Marketing

CO4 - Understand to the Fertilizer Marketing,Plant Protection Chemicals

CO5 - Understand to the Farm Machinery and Implement

| CO's | PO1 - Basic knowledge about Management | PO2 - Problem Solving | PO3 - Identification and Designing of Hardware | PO4 - Managerial skills | PO5 - Usage of Agribusiness | PO6 - Environment and sustainability: | PO7 - Ethics: | PO8 - Individual and team work | PO9 - Communication | PO10 - Life-long learning |
|---|---|---|---|---|---|---|---|---|---|---|
| **CO1** - Give the students an understanding of different marketing concept and marketing system in context of agricultural inputs. | 3 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 1 |
| **CO2** - Understand to the Overview of Input Marketing | 2 | 3 | 1 | 2 | 2 | 1 | 2 | 1 | 1 | 3 |
| **CO3** - Understand to the Seed Marketing | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |

| CO4 - Understand to the Fertilizer Marketing, Plant Protection Chemicals | 2 | 3 | 2 | 3 | 3 | 1 | 2 | 2 | 2 | 2 |
|---|---|---|---|---|---|---|---|---|---|---|
| CO5 -Understand to the Farm Machinery and Implement | 1 | 2 | 3 | 2 | 2 | 3 | 1 | 1 | 3 | 2 |
| Mapping (1 - Strong, 2 - Medium, 3 - Weak) | | | | | | | | | | |

**Course Name – Agri-supply Chain Management**
**Course Code – BM 564**
**Course objective:**

- To understand the concepts and process of agricultural supply chain management
- To understand the framework for structuring supply chain drivers
- To understand network designs, demand forecasting
- To know the inventory planning, sourcing decisions
- To know the IT enablement of supply chain

**Course Outcome:**

*After completion of the course, a student will be able to*

| COURSE OUTCOME (CO) | DESCRIPTION |
|---|---|
| **CO1** | Learn the concepts and process of agricultural supply chain management |
| **CO2** | Learn the framework for structuring supply chain drivers |
| **CO3** | Learn the network designs, demand forecasting |
| **CO4** | know the inventory planning, sourcing decisions |
| **CO5** | understand IT enablement of supply chain |

**CO-PO MAPPING:**

| CO | | PO1 Basic knowledge about Management and | PO2 Problem solving: | PO3 Identification and Designing of research | PO4 Managerial Skills | PO5 Usage of Agribusiness principles and society | PO6 Environment and sustainability: | PO7 Ethics: | PO8 Individual and team work: | PO9 Communication: | PO10 Life-long learning: |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **CO1** | Learn the concepts and process of agricultural supply chain management | 3 | 3 | 2 | 1 | 1 | 3 | 3 | 3 | 3 | 3 |
| **CO2** | Learn the framework for structuring supply chain drivers | 3 | 3 | 3 | 2 | 1 | 3 | 2 | 3 | 3 | 3 |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| CO3 | Learn the network designs, demand forecasting | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 1 |
| CO4 | know the inventory planning, sourcing decisions | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 |
| CO5 | understand IT enablement of supply chain | 3 | 2 | 2 | 2 | 3 | 2 | 1 | 1 | 3 | 2 |

**Library and Information Services – PGS501**
**Objectives:**
- To study about the role of library in education, research and technology
- Obtain idea of Intricacies of abstracting and indexing services
- To enlighten the students about the computerized library services
- To give the knowledge of e resources and search engines

**Outcomes**:
*After completion of the course, a student will be able to*

| COURSE OUTCOME (CO) | DESCRIPTION |
|---|---|
| **CO1** | Students gain knowledge about the library importance in different sites. . |
| **CO2** | They gain knowledge of Intricacies of abstracting and indexing services |
| **CO3** | They know about the computerized library services |
| **CO4** | To provide knowledge of e resources |
| **CO5** | To give basic information about search engines |

**CO-PO MAPPING:**

| CO | | PO1 Basic Agriculture knowledge | PO2 Problem Solving | PO3 Field Experimentations | PO4 Modern implementation usage | PO5 Modern Agricultural/Horticultural | PO6 Modern plant protection implements | PO7 Extension Programme | PO8 Environment and sustainability | PO9 Ethics | PO10 Individual and team work | PO11 Communication | PO12 Lifelong learning |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CO1** | Students gain knowledge about the library importance in different sites. . | 3 | 3 | 1 | 1 | 1 | 3 | 3 | 3 | 2 | 3 | 1 | 3 |
| **CO2** | They gain knowledge of Intricacies of abstracting and indexing services | 3 | 3 | 1 | 3 | 3 | 3 | 1 | 3 | 2 | 3 | 3 | 2 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO3 | They know about the computerized library services | 3 | 2 | 1 | 3 | 3 | 2 | 1 | 3 | 2 | 1 | 2 | 3 |
| CO4 | To provide knowledge of e resources | 3 | 2 | 1 | 3 | 3 | 3 | 1 | 3 | 2 | 2 | 3 | 3 |
| CO5 | To give basic information about search engines | 3 | 1 | 1 | 3 | 3 | 3 | 1 | 3 | 2 | 2 | 3 | 3 |
| 3: Strong contribution, 2: average contribution, 1: Low contribution | | | | | | | | | | | | | |