



Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	ABM 508	Title of the Course	Agri Supply Chain Management	L	T	P	C
Year	II	Semester	III	2	0	0	2
Course Objectives	<ul style="list-style-type: none"> To acquaint the learner with concepts of Agri supply chain To understand the Demand Management and Manufacturing Management in Supply Chain To understand the procurement management in Agri supply chain To study about the concepts of Logistics Management. To Understand the concepts, role and application of IT in Agri Supply Chain Management. 						

Course Outcomes	
CO1	Students learned about the basic concepts of Agri supply chain
CO2	Able to understand the Demand Management and Manufacturing Management in Supply Chain
CO3	Students learned about the procurement management in Agri supply chain
CO4	Students know how to Assess the importance of managing logistics along with adequate handling and packaging intricacies
CO5	Learned about use of information technology to make the Agri supply chain more efficient and rewarding.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Unit-I	Supply Chain: Changing Business Environment; SCM: Present Need; Conceptual Model of Supply Chain Management; Evolution of SCM; SCM Approach; Traditional Agri. Supply Chain Management Approach; Modern Supply Chain Management Approach; Elements in SCM. Innovations in Global Agri-SCM	6	CO1
2	Unit-II	Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management. SCM Metrics/Drivers and Obstacles.	5	CO2
3	Unit-III	Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, Classification of Purchases Goods or Services, Traditional Inventory Management, Material Requirements Planning, Just in Time (JIT), Vendor Managed Inventory (VMI).	4	CO3
4	Unit-IV	History and Evolution of Logistics; Elements of Logistics; Management; Distribution Management, Distribution Strategies; Pool Distribution; Transportation Management; Fleet Management; Service Innovation; Warehousing; Packaging for Logistics, Third-Party Logistics (TPL/3PL); GPS Technology	5	CO4
5	Unit-V	Concept of Information Technology: IT Application in SCM; Advanced Planning and Scheduling; SCM in Electronic Business; Role of Knowledge in SCM; Performance Measurement and Controls in Agri. Supply Chain Management; Benchmarking: introduction, concept and forms of Benchmarking. Case Studies other following: (a) Green Supply Chains (b) Global Supply Chains (c) Coordination in a SC. Value o.f and distortion of information: Bullwhip effect (d) Sourcing and contracts in SC (e) Product availability with uncertain demand (f) Inventory planning with known/ unknown demand (g) Cases from FAO/IFPRI, etc	8	CO5

Reference Books:	
•	Acharya SS and Agarwal NL. 2011. Agricultural marketing in India. Oxford and IBH.
•	Altekar RV. 2006, Supply Chain Management: Concepts and Cases. PHI
•	Chopra S, Meindl P and Kalra DV. 2016. Supply chain management: Strategy, Planning, and Operation, Pearson Education India
•	Mohanty RP. 2010. Indian Case studies in Supply Chain Management & other Learning Resources. Oxford.
•	Chandrasekaran N. 2010. Supply Chain Management: Process, system & Practice. Oxford.
•	Singh S. 2004. Organic Produce Supply Chains in India-Organisation and governance. Allied Publ
e-Learning Source:	
	https://www.manage.gov.in/studymaterial/scm-e.pdf
	https://www.youtube.com/watch?v=PQ5K4ZAGsrY
	https://www.civildaily.com/supply-chain-management-in-indian-agriculture/

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																			
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
	CO1	3	3	2	1	1	3	3	3	3	3			3	2	1	1	1	2
CO2	3	3	3	2	1	3	2	3	3	3			2	3	2	3	1	3	2
CO3	3	2	1	1	2	2	2	3	2	1			3	2	1	2	2	3	2
CO4	3	2	2	2	3	3	3	3	3	2			3	2	1	2	2	2	1
CO5	3	2	3	2	3	2	2	1	3	2			3	3	1	1	1	2	3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	ABM 509	Title of the Course	International Trade for Agricultural Products	L	T	P	C
Year	II	Semester	III	2	0	0	2
Course Objectives	<ul style="list-style-type: none"> To familiarize students with basic concepts of International Trade and WTO. To understand International trade restrictions and support systems. To understand the India's foreign trade policy framework To acquaint the learner with Market entry methods To understand the Export procedures & documentations 						

Course Outcomes	
CO1	Students will gain the understanding of the basic concepts of International Trade and WTO
CO2	Students will get familiarized with the International trade restrictions and support systems
CO3	Student will have the knowledge of India's foreign trade policy framework
CO4	Students can learn market entry methods
CO5	By the end of course students will have the idea of basics of export procedures & documentations

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Unit-I	International trade–basic concepts, WTO and its implications for Indian economy in general and agriculture sector in particular.	4	CO1
2	Unit-II	TRIPS, TRIMS quotas, antidumping duties, quantitative and qualitative restrictions, tariff and non-tariff measures, trade liberalization, subsidies, green and red boxes, issues for negotiations in future in WTO; CDMs and carbon trade.	6	CO2
3	Unit-III	Importance of foreign trade for developing economy; absolute and comparative advantage, Foreign trade of India. Cases on agri business commodity trade practices	6	CO3
4	Unit-IV	India's balance of payments; inter regional Vs international trade; tariffs and trade control; exchange rate; the foreign trade multiplier.	5	CO4
5	Unit-V	Foreign demand, supply side analysis, opportunity cost, trade and factor prices, implications for developing countries, market entry methods, export procedures & documentations	5	CO5

Reference Books:	
<ul style="list-style-type: none"> William J. Stevenson. 2014. Operations Management, 12th Edition, McGraw-Hill Panneerselvam K. 2012. Production and Operations Management 3rd Edition, Prentice Hall India Learning Private Limited S. N Chary, 2017. Production and Operations Management, McGraw Hill Education; 5 edition 	
e-Learning Source:	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																			
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
	CO1	3	2	1	2	1	3	3	1	1	2			2	2	3	3	2	1
CO2	3	2	1	1	1	2	3	2	1	2			2	1	3	2	2	1	1
CO3	3	2	2	2	2	3	3	1	2	2			3	2	3	3	2	2	2
CO4	2	2	1	2	1	2	3	2	2	2			1	1	2	3	2	1	2
CO5	3	2	1	1	1	3	3	1	2	2			3	1	1	3	2	1	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	ABM 538	Title of the Course	Financial Management in Agribusiness	L	T	P	C
Year	II	Semester	III	2	0	0	2
Course Objectives	<ul style="list-style-type: none"> To introduce the basic knowledge of Agribusiness Financing in India. To focus on Money and Capital Markets To make students familiar with Techniques of capital budgeting decision To make students familiar with Management of Working Capital 						

Course Outcomes	
CO1	The students can understand the meaning and importance agribusiness financing in India
CO2	Students will be able to learn about the money and capital markets
CO3	Students have been exposed with techniques of capital budgeting decision
CO4	After the course, students will be able to explain the management of working capital
CO5	By the end of course students will be able to explain the perspectives and operational aspects of micro finance

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Unit-I	Meaning, importance, nature and scope of financing in India, agribusiness financing in India; classification and credit need in changing agriculture scenario; finance functions, investment financing, Risk and return concept & analysis	6	CO1
2	Unit-II	Business Financing System in India, Money and Capital Markets, Regional and All -India Financial Institutions; venture capital financing and its stages, International financial management	7	CO2
3	Unit-III	Features, types and Techniques of capital budgeting decision. Cost of Capital, Leverage analysis, Capital structure. Theory and Policy, Sources of Long and Short-term finance, Dividend Theory, Dividend Policy	4	CO3
4	Unit-IV	Management of Working Capital, Management of Receivables, Management of cash; Cash budget, Management of collections and disbursement, Investment of Surplus cash	6	CO4
5	Unit-V	Perspectives and operational aspects of Micro finance: Definition, Scope and importance of Micro Finance, Evolution of Micro Finance in India, Micro Finance credit lending models: - Association model, Community Banking model, Credit union model, Co-operative model, SHG model, Village Banking model	5	CO5

Reference Books:	
•	Nelson AG & Murrey WG. 1988. Agricultural Finance. Kalyani Publ.
•	Gordon and Natarajan. 2016. Financial Markets and Services. Himalaya Publishing House; Tenth Edition
•	Machiraju HR. 2010. Indian Financial System. Vikas Publishing House
•	Pandey IM. 2015. Essentials of Financial Management, Vikas Publishing House
•	Khan and Jain. 2014. Financial Management. McGraw Higher Education
•	Srivastav and Misra. 2010. Financial Management, Oxford University Press; Second edition
•	Reddy GS. 2010. Financial Management, Himalaya Publishing House
e-Learning Source:	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																			
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
	CO1	2	1	1	2	1	1	1	1	1	2			2	2	2	2	1	2
CO2	1	2	1	2	2	1	1	1	1	2			3	2	3	2	2	3	2
CO3	1	2	1	2	1	1	1	1	1	1			2	2	3	2	1	2	2
CO4	1	2	1	2	1	1	1	1	1	1			2	2	3	2	1	2	2
CO5	1	2	1	2	1	1	1	1	1	1			2	2	2	2	1	3	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



Integral University, Lucknow

Effective from Session: 2018-19							
Course Code	PGS501	Title of the Course	Library and Information Services	L	T	P	C
Year	II	Semester	III	0	0	2	1
Course Objectives	<ul style="list-style-type: none"> To study about the role of library in education, research and technology To obtain idea of Intricacies of abstracting and indexing services and to enlighten the students about the computerized library services. To give the knowledge of e resources and search engines 						

Course Outcomes	
CO1	The students will gain the 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.

Practicals:		
	Contact Hrs.	Mapped CO
Introduction to library and its services; Role of libraries in education, research and technology transfer; Classification systems and organization of library; Sources of information- Primary Sources, Secondary Sources and Tertiary Sources; Intricacies of abstracting and indexing services (Science Citation Index, Biological Abstracts, Chemical Abstracts, CABI Abstracts, etc.); Tracing information from reference sources; Literature survey; Citation techniques/Preparation of bibliography; Use of CD-ROM Databases, Online Public Access Catalogue and other computerized library services; Use of Internet including search engines and its resources; e-resources access methods.	16	CO1, CO2, CO3, CO4, CO5

Reference Books:
<ul style="list-style-type: none"> Singh G. Information Sources, Services and Systems, 2013 Edition. Prentice Hall India Learning Private Limited Library Science, 2018 Edition. Ramesh Publishing House Subhankar Biswas, Durga Sankar Rath. Cataloguing in the New Era: Gazing through the Bodleian Catalogues to RDA, 2017 Edition. Ess Ess Publications

e-Learning Source:
https://www.youtube.com/watch?v=jQIGmtY3sUw (Role of libraries in education, research and technology transfer)

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																			
PO- PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
	CO1	3	3	1	1	1	3	3	3		3			1	1	1	1	2	3
CO2	3	3	1	3	3	3	1	3		3			1	1	1	1	1	2	2
CO3	3	2	1	3	3	2	1	3		1			1	1	1	1	2	1	1
CO4	3	2	1	3	3	3	1	3		2			1	1	1	1	3	2	1
CO5	3	1	1	3	3	3	1	3		2			1	1	1	1	2	2	1

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



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Effective from Session: 2023-24							
Course Code	ABM 542	Title of the Course	Project Management and Agribusiness Entrepreneurship	L	T	P	C
Year	II	Semester	III	3	0	0	3
Course Objectives	<ul style="list-style-type: none"> To acquaint the students with the Introduction to project management To understand the different Network methods and project scheduling. To learn about the Creativity, Innovation and Agro Entrepreneur. To expose the students to the Structure and Government Policy Support 						

Course Outcomes	
CO1	Students have learned about the basics of project management
CO2	Students will be able to answer about different network methods and project scheduling
CO3	Students will get familiarized with the concept of agri-entrepreneurship
CO4	Student will be able to impart knowledge about the creativity, innovation and agro entrepreneur.
CO5	After the course, student will be able to tell the different sources of financing for entrepreneurs and structure and government policy support

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Unit-I	Concept, characteristics of projects, types of projects, project identification, and Project's life cycle. Project feasibility- market feasibility, technical feasibility, financial feasibility, and economic feasibility, social cost-benefit analysis, project risk analysis.	5	CO1
2	Unit-II	Network Methods: Meaning, Network Analysis, Critical Path Method (CPM), Programme Evaluation and Review Technique (PERT), Project scheduling and resource allocation. Financial appraisal/evaluation techniques- discounted/non-discounted cash flows; Net present values, profitability index, Internal rate of returns; Cost benefits ratio; Accounting rate of return, Payback period, Project implementation; Cost overrun, Project control and information system.	8	CO2
3	Unit-III	Concept of Agri Entrepreneurship: Objective, Introduction to agri entrepreneurship, Entrepreneurial Development Models, Successful Models in Agro Entrepreneurship Intrapreneur, Development of women entrepreneurship with reference to SHGs, Social entrepreneurship	5	CO3
4	Unit-IV	Creativity, Innovation and Agro Entrepreneur: Inventions and Innovation, The Environment and Process of Creativity, Creativity and the Entrepreneur, Innovative Approaches to Agro Entrepreneurship, Business Incubation, Steps and Procedure to start a new business, Business Opportunities in different field of Agriculture and Allied Sectors.	7	CO4
5	Unit-V	Sources of Financing, Structure and Government Policy Support: Estimating Financial Requirements, Preparation of Detail Project Report, Project Appraisal, Sources of Long-Term Financing, Working Capital Financing, Venture Capitalist, Finance from Banking Institutions, Industrial Policy Resolutions in India, Incentives and Subsidies, Schemes for Incentives, Government Organisations like SIDO, DIC, KVIC, NSIC, SIDBI, NABARD and their role, Sick Industries and their Up gradation policy measures	8	CO5

<ul style="list-style-type: none"> Arora R and Sood SK. Fundamentals of Entrepreneurship and Small Business Management. Kalyani Publishers, Ludhiana. Desai V. 2016. Business Planning and Entrepreneurial Management, Himalaya Publishing House, Mumbai. Panigrahi SR and Singh B. 2017. Agro Entrepreneurship. Scientific Publishers(India) Zimmerer TW, Scarborough NM. Essentials of Entrepreneurship and small Business Management, 5th Edition, PHI Learning Pvt Ltd Dandekar VM and Sharma VK. 2016. Agri-Business and Entrepreneurship Development. Manglam Publications, New Delhi. Shukla MB. Entrepreneurship and Small Business Management. Kitab Mahal, New Delhi. Ramachandaran K. Managing a New Business Successfully. Global Business Press, New Delhi.
e-Learning Source:

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																			
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
	CO1	2	2	1	1	1	2	2	2		1			1	2	1	1	2	1
CO2	2	3	1	2	2	3	1	2		1			1	1	1	1	1	2	2
CO3	2	2	2	1	2	2	1	2		1			2	2	1	1	2	1	1
CO4	2	2	1	1	2	3	1	1		2			2	1	1	1	3	2	1
CO5	1	1	1	2	2	3	1	1		2			1	2	1	1	2	2	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	ABM 543	Title of the Course	Agribusiness Environment Policy	L	T	P	C
Year	II	Semester	III	2	0	0	2
Course Objectives	<ul style="list-style-type: none"> To know the Agri business environment in India To enlighten the students about the Policies and regulations affecting agribusiness in India 						

Course Outcomes	
CO1	Students have developed an understanding about the role and problems agriculture and agri business is playing in the Indian economy
CO2	Students have learned about the different WTO Agreement on Agriculture and its compliances
CO3	Students will have the knowledge of reforms in agri-output markets
CO4	Students have learned about the food safety and quality management
CO5	After the course, students should have learned about the intellectual property rights

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Unit-I	Role of agriculture in Indian economy; Problems of agriculture in India; Agribusiness–definition and nature, Structure of Agriculture and linkages among sub-sectors of the agribusiness.	5	CO1
2	Unit-II	Economic reforms: liberalization, privatization and globalization specifically affecting Agri Business; WTO Agreement on Agriculture and its compliances; changes in policies and regulations related to the sub sectors of agribusiness and its impact on agribusiness in India.	7	CO2
3	Unit-III	Emerging trends in farm supplies, farm production, agricultural finance, agro processing, international trade etc.; reforms in agri output markets: private markets, contract farming, futures trading in agri commodities and e-NAM, etc. Pricing of agricultural outputs, public distribution system, imports and exports.	7	CO3
4	Unit- IV	Importance of food safety and quality management in agri business; Environmental issues and including carbon markets and Clean Development Management etc.	4	CO4
5	Unit -V	Other major issues: Intellectual property rights, importance of cooperative or collective actions in present scenario with examples of mergers and acquisitions, Farmers Producer Organisations, etc	6	CO5

Reference Books:	
•	Barnard FL, Akridge JT, Dooley FL, Foltz JC and Yeager EA. 2012. Agribusiness Management, Routledge, 4th Edition
•	Aswathappa K. 2014. Essentials of Business Environment. Himalaya Publ.
•	Francis Cherunilam 2003. Business Environment. Himalaya Publ.
•	Kodekodi GK and Viswanathan B. 2009. Agril. Development, Rural Institution & Economic Policy, Oxford
e-Learning Source:	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																			
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
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CO2	3	2	2	2	3	3	1	2		3			2	1	1	1	1	2	2
CO3	2	2	3	3	3	2	1	3		1			2	2	1	1	2	1	1
CO4	3	2	2	2	3	3	1	2		2			2	2	1	1	3	2	1
CO5	3	1	2	3	3	3	1	1		2			2	1	1	1	2	2	1

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation