

Semester: I

1. Introduction to Agribusiness Management

1. Agribusiness: Meaning, Definition, & Structure
2. Agricultural Economics: Definition, its share in GDP, consumption and wants
3. Importance of Agribusiness, Sectors in Agribusiness
4. Scope for Agribusiness in India; Importance and Role of Agro-industries in the economic development of India
5. Agribusiness Management: Distinctive features of agribusiness management, Nature of successful agribusiness
6. Types of Agro-based Industries, Agri export zones
7. SWOT analysis of Agro-processing industry infrastructure in India
8. Problems faced by Agro-based industries
9. Procedure to be followed to set up Agro-based Industries, Constraints in establishing Agro-based Industries
10. Micro, small, and medium enterprises (MSMEs).
11. Institutional arrangements for promotion of Agro based Industries
12. Emerging Trends in Agribusiness Management
13. Human Resource Management in Agribusiness
14. Principles and practices of management in agribusinesses
15. Farm Planning and Budgeting

2. Agricultural Marketing

1. Marketing: Meaning, definition, marketing communications, marketing mix
2. Marketing in Digital Age: Positioning, branding, consumer behavior, marketing planning, marketing in digital age.
3. Agricultural Marketing: meaning, scope, types
4. Agriculture Input Marketing I: meaning and scope.
5. Agriculture Input Marketing II:

6. Contract Farming: Meaning, importance, types
7. Farmer Producer Organization & Farmer markets
8. Agri Retailing: Unorganized Retailing and Organized retailing
9. Digital Marketing of Agricultural Produce
10. Agricultural Branding
11. Fertilizer Marketing
12. Seed Marketing
13. Pesticide Marketing
14. Agricultural Equipment and machinery marketing
15. Diesel and oil as Agricultural input

3. Agri-Supply Chain Management

1. Backward and Forward linkages
2. Farm to Fork Management
3. Basic Infrastructure
4. Cold chain Management
5. Packing, Grading, Pre-cooling, Cold storage
6. Transport and Traceability
7. Cluster Development programme for assured supply
8. New trends in Agri supply management

4. Agri-Entrepreneurship and Advance Certification.

1. Importance of Advance certification for Quality and safety assurance in Global Market
2. Global GAP Certification
3. HACCP Certification
4. Organic Certification
5. Agmark Certification
6. FSSAI Certification
7. Phytosanitary Certification
8. Export Health Certification
9. BRC/ISO certification
10. Advanced Packing in Agriculture
11. Geographical Indication Registration Various documentation for Business entrepreneurship development

Semester II

1 Agri Exports Management

1. WTO and SPS regulation for Agri Export-1
2. Plant Quarantine regulation of major importing countries
3. Role of EXIM Policy/ Agri Export Policy
4. Agri Export regulation and procedure and documentation
5. Quality parameter for major Agri Export products
6. Phytosanitary certification facilities
7. Role and New Initiatives taken by Govt. of India for Agri Export Promotion Council
8. Fundamentals of Foreign Trade
9. Collaborative and Contract farming

2. ICT- in Agri-Business Management

1. Digital Technology in Agricultural Business Management
2. ICT Tools for Agribusiness Model and Approaches developed by the Public Sector, Private Sector and NGOs
3. Digital Technology in Agriculture Marketing
4. ICT Application for Agriculture Risk Management
5. Digital Technology by Agriculture Knowledge Production System
6. Experiences Of ICT Around Agri Value Chain
7. Federations of ICT in Agriculture
8. Overview of ICT schemes by Government of India in Agriculture
9. Business Models of ICT in Precision Farming and Horticulture
10. Impact Studies of ICT in Agriculture and Agribusiness

3. Finance and Government Support for Agribusiness

1. Overview of Agricultural Development.
2. Banking Sector Development related to agriculture sector.
3. Agri Business Project Financing
4. Models in Financing of Emerging Agri – Business projects by Commercial Banks

5. Financing Agri - Supply Chain Management: with Private Sector including Tools and Techniques in Financing like Contract Farming, Food Parks, Trade Financing, Agro Export Zones, etc.,
6. Advisory Services (Technical, Financial, knowledge and Skill) in Management of Agri Business Projects: NABARD, SIDBI, MANAGE, NIAM, IIMs etc.,
7. Financial Schemes/Projects/Ventures being launched by the different Ministries of Government of India
8. Financial Schemes/Projects/Ventures being implemented by different State Governments under different Missions of Ministry of Agriculture
9. Infrastructural Development Financing from Farm to Fork Activities in Agricultural Supply Chain
10. Finance Schemes for Agri based Start-ups by Government of India

4. Emerging Trends in Agri-Business Management Project Report

1. International Regulation for Agribusiness Management.
2. Role of Agri Export Policy in Agribusiness Management.
3. Central and State Government initiatives and their Support.
4. Cluster Development programme.
5. Operation Green for Fruit and Vegetables Value addition.
6. Use of solar System for Cold chain Management.
7. Advance Packaging to enhance shelf life in storage and Transport.
8. Importance of Geographical Indication and their use.
9. Value addition through solar processing.