

21ELCT342 AGRIBUSINESS MANAGEMENT

Hours Per Week :

L	T	P	C
2	-	2	3

Total Hours :

L	T	P
30	-	30

COURSE DESCRIPTION AND OBJECTIVES:

Main objective is to familiarize the student about the agribusiness management which enables him to set commercial agribusiness of big farms

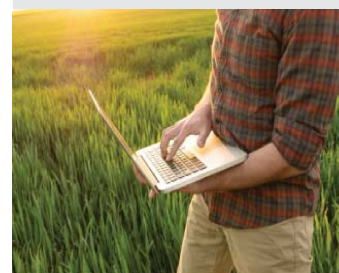
COURSE OUTCOMES:

Upon completion of the course, the student will be able to achieve the following outcomes:

COs	Course Outcomes
1	Students will get knowledge about Importance of agribusiness management in the Indian economy, Management structure and definitions, capital management and financial management
2	Students will learn types of agro-based industries, different marketing systems, different pricing systems and procedure for setting up an agro based industry
3	Students will learn method of making of balance sheets, profit and loss statements

SKILLS:

- ✓ *Improve entrepreneurial skills*
- ✓ *Prepare business plans for agro-based industries*
- ✓ *Prepare balance sheet to prepare business plans*
- ✓ *Plan for different entrepreneurial strategies*



Source:

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ACTIVITIES:

- o Visit to Agro-based industries
- o SWOT analysis of Agri based industries
- o Visit to Agri - Clinic and Agri - Business Centre's,
- o Visit to Agri-Entrepreneurs / Agri-preneurs
- o Visit to FPOs

UNIT - 1

Introduction to Agribusiness Management : Definition of Agribusiness, Profile and scope of Agribusiness, Different forms of Agribusiness, Importance and its role in the Indian economy, Concepts of agribusiness

UNIT - 2

Management Theory : Definition of Management, Nature of Management, Scope of Management, Importance of Management, and Functions of Management levels of Managers, Line and staff managers. Evolution of Management - thought, scientific management-elements of scientific management, principles of scientific management. Modern operational management theory

UNIT - 3

Production management : Nature, Scope and concept of Operations Management, Operations in Manufacturing and service industries, Facility location, Product and process design. Financial Management: Financial statement Analysis – Balance sheet and Profit and Loss account. Break Even Analysis/Cost–Volume-Profit analysis, Financial Ratio Analysis, Development of Business performance tracking system

UNIT - 4

Marketing Management : Concept of Marketing Management – Production concept – Product concept – Selling concept – Marketing concept. The market environment. Marketing Mix variables – 4 P's of marketing, Interaction between marketing mix and environmental variables. Market segmentation and targeting

Marketing mix and Market segmentation. Product life cycle (PLC) and competitive strategies: Meaning and stages in PLC, characteristics of PLC, strategies in different stages of PLC, pricing and promotion strategies: pricing considerations and approaches – cost based and competition based pricing; market promotion – advertising, personal selling, sales promotion and publicity – their meaning and merits & demerits;

UNIT - 5

Project Management : Project Appraisal Techniques, SWOT Analysis, Visit & Study of Profile of Agro-based industries, Formulation of project, feasibility report of agribusiness enterprise, Agribusiness Projects Evaluation - concepts project cycle, appraisal and evaluation techniques, sensitivity analysis. – Basic guidelines for preparation of project reports. Entrepreneurship Entrepreneurship, significance of entrepreneurship in economic development, qualities of entrepreneur, entrepreneurial functions, skills and its role, entrepreneur Vs. entrepreneurship. Role of various institutions in developing agribusiness entrepreneurship (SIDO, NSIC, KVIC, DIC, NISIET etc). Identification of Business Opportunities and guidelines for starting Farm Enterprises, Business plan preparation, Business incubation terminologies

LABORATORY EXPERIMENTS**LIST OF EXPERIMENTS**

1. Balance sheet analysis
2. Analysis of profit and loss statement
3. Break even analysis/ Cost volume profit analysis
- 4.& 5. Financial ratio analysis
6. Development of business performance tracking system

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7. Compounding and discounting techniques
 8. Project appraisal techniques – I Undiscounted measures - PBP, ROR
 - 9 & 10. Project appraisal techniques – II Discounted measures NPW, BCR
 - 11 & 12. Project appraisal techniques – III - IRR N/K Ratio & PI and sensitivity analysis
 13. Preparing business plans
 14. Case study -1 : Visit and study of profile of Agro-based industries
 15. Case study -2: Formulation of project feasibility report of agribusiness enterprise

REFERENCES:

1. Aswathappa, K and Sridhar K. *Production and Operations Management*
2. David Downey, and John Ericson. *Agribusiness Management*
3. Gitteger Price, J. 1989. *Economic Analysis of Agricultural Projects*. John Hopkins University Press, London
4. Harsh, S.B. Conner, U.J. and Schwab G.D. 1981. *Management of the Farm Business* Prentice Hall Inc., New Jersey, USA
5. Joseph, L. Massie. 1995. *Essentials of Management*. Prentice Hall of India Pvt. Ltd., New Delhi
6. Omri Rawlins, N. 1980. *Introduction to Agribusiness*. Prentice Hall of India Pvt. Ltd., New Delhi
7. Pandey, I M. *Financial management*
8. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha. 2009. *Marketing Management: A South Asian Perspective*. International 13th edition. Pearson Prentice Hall

