



**SCHEME OF EXAMINATION  
&  
DETAILED SYLLABUS**

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**P G Diploma in Agri-Business Management**

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Bhopal-Chiklod Road, Near Bangrasia Chouraha,  
Vill-Mendua, Distt-Raisen(Madhya Pradesh), Ph:07480-295707  
e-mail-info@aisectuniversity.ac.in website: www.aisectuniversity.ac.in



## **Vision**

To be valued as a coveted centre for nurturing talent, imparting skill based quality education and promoting research driven advancement of knowledge for creating responsible professionals who will build a programme nation

## **Mission**

- To foster research oriented culture in the university.
- To provide education through extensive and innovative use of technology
- To nurture talent, stimulate thinking, impart skills and create competent and inspired professionals for the industry.
- To forge collaborations with academic and corporate bodies across the world.
- To be recognized as a premium national university providing dedicated services for the social and economic development of the nation.

### **OBJECTIVE OF PROGRAMME**

- This prestigious programme (PGDABM) will provide ample of opportunities to agriculture sector in developing efficient linkages between production, processing, warehousing, cold chain management and marketing of their produce, generating optimum profitability.

### **SPECIFIC PROGRAMME OUTCOME**

- This prestigious programme (PGDABM) will provide ample of opportunities to agriculture sector in developing efficient linkages between production, processing, warehousing, cold chain management and marketing of their produce, generating optimum profitability.

COURSE STRUCTURE OF PGDABM I SEMESTER													
Subject Details			Main Examinations				Sessionals ***		Credit Distribution			Allotted Credits	
Subject Code	Subject Name	Total Marks	Major		Minor		Max Marks	Min Marks	L	T	P	Subject wise Distribution	
			Max Marks	Min Marks	Max Marks	Min Marks							
<b>Theory Group</b>													
MPGDABM101	Rural Marketing Management	100	50	17	20	7	30	12	1	1	-	2	
MPGDABM102	Principles of Management and Organization Behavior	100	50	17	20	7	30	12	1	-	-	1	
MPGDABM103	Rural Finance & Banking	100	50	17	20	7	30	12	1	-	-	1	
MPGDABM104	Managerial Economics	100	50	17	20	7	30	12	1	1	-	2	
MPGDABM105	Micro finance	100	50	17	20	7	30	12	1	1	-	2	
MPGDABM106	Management Information System	100	50	17	20	7	30	12	1	1	-	2	
<b>Practical Group</b>			<b>Term End Practical Exam</b>				<b>Lab Performance</b>						
MPGDABM107	Internship	200	-		80		-	-	-	-	4	4	
<b>Grand Total</b>		800										<b>14</b>	

Minimum Passing Marks are equivalent to Grade D

L- Lectures T- Tutorials P-Practicals

\*\*\*Sessionals Weightage – Attendance 50%, Four Class Tests/Assignments 50%

COURSE STRUCTURE OF PGDABM II SEMESTER													
Subject Details			Main Examinations				Sessionals ***		Credit Distribution			Allotted Credits	
Subject Code	Subject Name	Total Marks	Major		Minor		Max Marks	Min Marks	L	T	P	Subject wise Distribution	
			Max Marks	Min Marks	Max Marks	Min Marks							
<b>Theory Group</b>													
MPGDABM201	Logistics, Supply Chain and Infrastructure Management for Agri-business	100	50	17	20	7	30	12	1	1	-	2	
MPGDABM202	International Agri Business	100	50	17	20	7	30	12	1	1	-	2	
MPGDABM203	Agri-business Environment and Policy	100	50	17	20	7	30	12	1	-	-	1	
MPGDABM204	Business Laws & ethics	100	50	17	20	7	30	12	1	-	-	1	
MPGDABM205	Management of Agri-business Cooperative	100	50	17	20	7	30	12	1	1	-	2	
MPGDABM206	Advances in Food Retail Management	100	50	17	20	7	30	12	1	1	-	2	
<b>Practical Group</b>			<b>Term End Practical Exam</b>				<b>Lab Performance</b>						
MPGDABM207	<b>Dissertation</b>	200	-		80		-	-	-	-	4	4	
<b>Grand Total</b>		800											<b>14</b>

Minimum Passing Marks are equivalent to Grade D

L- Lectures T- Tutorials P- Practicals

\*\*\*Sessionals Weightage – Attendance 50%, Four Class Tests/Assignments 50%

# AISECT UNIVERSITY, Bhopal, (M.P.)

## Scheme of Examination

### Department: Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessionals	End Sem	Lab Work			
MPGDABM101	Rural Marketing Management	100	50	17	20	7	30	12	1	1

### Objective:

The subject will be able to Manage people, processes and resources within a diverse organization, apply knowledge of leadership concepts in an integrated manner, analyze an organization's activities to develop/implement a marketing strategy in order to fulfill the market demand after analyzing the consumer behavior

### SYLLABUS

#### UNIT I

Concept and scope of rural marketing, nature and characteristics of rural markets, classification of rural marketing potential of rural market in India, rural communication and distribution.

#### UNIT II

Rural Environment factors – social-cultural, economic, demographic, technological, literacy, population income generation, occupational pattern, rural infrastructure facilities, rural credit institution, print media and other environmental factors affecting rural marketing.

#### UNIT III

Rural Consumer's behavior- behavior of rural consumers and farmers, buyer characteristics and buying behavior, opinion leadership process, diffusion of innovation, brand loyalty. Rural V/s urban markets, customer relationship management, rural market research.

#### UNIT IV

Rural marketing strategy- segmenting, marketing of consumer durable and non-durable goods and services in the rural markets with special reference to product planning, product mix, product positioning, product strategies, pricing course objective, pricing policy and pricing strategy, distribution strategy.

#### UNIT V

Promotion and communication strategy – media planning, planning of distribution channels, rural mobile traders, cooperative society, prevalent distribution model of FMCG, cold storage management and supply chain management, and organizing personal selling in rural market in India, innovation in rural marketing.

## **Outcome**

Upon completion of this program, Management Marketing Option graduates will be able to Manage people, processes and resources within a diverse organization, apply knowledge of leadership concepts in an integrated manner, analyze an organization's activities to develop/implement a marketing strategy.

## **Reference Books:**

- 1. Rural Marketing in India:K. S. Rehman, Himalaya Publication**
- 2. Rural Marketing : Pradeep Kashyap, Dreamtech Publishing**
- 3. Marketing Management: Ramaswami & Namakumari**
- 4. Indian Agriculture & Agri-business Management: Dr. Smita Diwase**
- 5. Rural Marketing & Agri-business Management: Arun Bhatnagar**

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## Scheme of Examination

### Department: Management

Subject Code	Subject Name	Credits	Maximum marks Allotted					Duration of Exam.		
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessionals	End Sem	Lab Work			
MPGDABM102	Principles of Management and Organization Behavior	100	50	17	20	7	30	12	1	-

### Objective:

Provides an observation and capacity to evaluate the influence of historical forces on the current practice of management. Explain how organizations adapt to an uncertain environment and identify techniques managers use

Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences. Evaluate leadership styles to anticipate the consequences of each leadership style, analyze the behavior of individuals and groups in organizations. Since the agriculture based organizations area different in nature so considering this particular nature the application will be specific.

### SYLLABUS

#### UNIT I

Nature, Scope And Significance Of Management, Evolution Of Management Through, Approaches To Management, Functions Of A Manager, Planning – Types, Steps, Course Objective, Process, Strategies, Policies, MBO, Strategies, Planning Process, SWOT Analysis, Organizing- Structure & Process, Line Staff, Authority & Responsibilities.

#### UNIT II

Staffing- Selection Process, Directing- Training, Communication & Motivation, Controlling- Significance, Process, Techniques, Standards & Benchmarks, Management Audit.

#### UNIT III

Nature, Scope And Significance Of Organizational Behavior, Evolution And Historical Background Of Organizational Behavior, Models Of Organizational Behavior- Personality, Self-Concept, Self-Esteem And Self-Efficiency, Attitudes, Perception, Power- Types & Structures.



## UNIT IV

Motivation-Types Of Motivation, Theories Of Motivation, Applications Of Motivation. Transactional Analysis Window-Self, Fulfilling Prophecy, Interpersonal Relations understanding, Determinants, And Developing, Leadership Style And Influence Process, Group Formation, Group Decision Making, Team Building.

## UNIT V

Organizational Culture Or Climate-Concept, Dimensions, Ethos, Determinants, Organizational Conflict-Concept, Sources, Implication And Management, Organizational Changes- Types, Resistance To Change, Role Of Change Agents.

### **Outcome**

Discuss and communicate the management evolution and how it will affect future managers. Observe and evaluate the influence of historical forces on the current practice of management. Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.

Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment. Practice the process of management's four functions: planning, organizing, leading, and

Controlling. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences. Evaluate leadership styles to anticipate the consequences of each leadership style. Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.

At the completion of this paper students should be able to analyze the behavior of individuals and groups in organizations

In terms of the key factors that influence organizational behaviour. Assess the potential effects of organizational level

Factors (such as structure, culture and change) on organizational behaviour. Critically evaluate the potential Effects of important developments in the external environment (such as globalization and advances in technology) on organizational behavior, to analyse organizational behavioural Issues in the context of organizational behavior theories, models and concepts. Since the rural organizations area different in nature so considering this particular nature the application will be specific.

### **Reference Books:**

- 1. Fundamentals of Management: Stephen P. Robbins, Pearson**
- 2. Management Theory & Practice: J. S. Chandan, Vikas Publishing House**
- 3. Organisational Theory Change & Design: Richard I. Datt, Cengage Learning**
- 4. Organizational Behaviour: L. M. Prasad**

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## Scheme of Examination

### Department: Management

Subject Code	Subject Name	Credits	Maximum marks Allotted					Duration of Exam.		
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessionals	End Sem	Lab Work			
MPGDABM103	Rural Finance & Banking	100	50	17	20	7	30	12	1	-

### Objective:

Students will be able to demonstrate broad and coherent knowledge of the theoretical and professional disciplines of banking, finance, investment analysis, portfolio management, accountancy, economics, quantitative methods, law, and the Financial Services Industry, and will identify and evaluate the main sources of risk in the banking and insurance sectors, that too rural banking is in emerging mode so it also offers tremendous opportunities for the fresher of rural management..

### SYLLABUS

#### UNIT I

Rural finance: Meaning, definition, features and importance, present overview, challenges, safety of rural finance, sources of finance.

#### UNIT II

Financial Inclusion and Exclusion : Objectives, Opportunities, causes, importance, 3 pillars of inclusion, Financial literacy, Banking Paradigm, Initiative and challenges.

#### UNIT III

Agriculture finance: overview to agriculture sectors in india, Agriculture credit, problems and prospects, demand and supply of agriculture finance, rural credit to non-farm sectors, challenges for expanding agriculture finance.

#### UNIT IV

Government policies: 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.

#### UNIT V

Micro Finance Models: concept, evolution and growth of micro finance, difference between micro finance and micro credit, models of micro fiancé (NABARD, GRAMIN bank BRAC and BANDHAN bank) success stories of bank policies and objectives, problems and prospects of MFI and SHGs.

## **Outcome**

Students will be able to demonstrate broad and coherent knowledge of the theoretical and professional disciplines of banking, finance, investment analysis, portfolio management, accountancy, economics, quantitative methods, law, and the Financial Services Industry. Exercise informed commercial judgment within a professional setting which emphasises ethical and responsible decision making. A capacity to integrate technical and conceptual knowledge, and interpersonal skills to work effectively within the Financial Services Industry. Acquire and synthesise information within a complex professional setting. Think critically and creatively to identify better solutions within business constraints. Work collaboratively with others to solve applied problems. Communicate and explain specialized technical advice, knowledge and ideas, to professionals and non-experts involved with the Financial Services Industry. Reflect upon work practices, conceptual frameworks and performance feedback and action ongoing professional development. To identify and evaluate the main sources of risk in the banking and insurance sectors, that too rural banking is in emerging mode so it also offers tremendous opportunities for the freshers of rural management.

## **Reference Books:**

- 1. Accounting Text & Cases: Robert N, Tata McGraw Hill Publication**
- 2. A Textbook of Accounting for Management, S. N. Maheshwari Vikas Publishing House**
- 3. Banking & Finance: Gupta, Ramesh Book Depo**
- 4. Basics of Banking & Finance: Agarwal, Himalaya Publication**
- 5. Agriculture Finance & Management: S. Sudha Reddy & P. RaghuRam**

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## Scheme of Examination

### Department: Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessionals	End Sem	Lab Work			
MPGDABM104	Managerial Economics	100	50	17	20	7	30	12	1	1

### Objective:

Students will be able to apply the basic managerial theories into practices such as demand & supply, consumer surplus, Cost analysis, market function & price machines & Budgeting considering the rural aspects & conditions.

### SYLLABUS

#### UNIT I

Managerial Economics: Concept, Tools, Scope, Nature. Fundamental principles of Managerial Economics. Basic characteristics & Theoretical and Mathematical concept used in managerial economics.

#### UNIT II

Demand & Supply Analysis: Concept, Types & Theories of Demand. Utility Analysis. Elasticity of Demand: Meaning, Elasticity in Managerial Decision Making, Techniques of Demand Forecasting.

#### UNIT III

Production, cost and supply Cost Analysis: Cost Concept, Accounting cost & Economic cost. Least-cost input combination, Cost output function, Cost control, Cost reduction, Economies of sales, short and long run supply functions.

#### UNIT IV

Pricing-determinants of price-pricing under different market structures, pricing of joint products. Regulatory Policy of Economics: Fiscal & Monetary policies, Factor Pricing, Theory of Factor Pricing.

## UNIT V

Types of Economy: Indian economy, Socialism & Mixed economy. Small & Medium Enterprises. The national income, circular flow of income, Inflation, economic growth, business decisions under uncertainty.

### **Outcome**

Students will be able to apply the basic managerial theories into practices such as demand & supply, consumer surplus, Cost analysis, market function & price machines & Budgeting considering the rural aspects & conditions.

### **Reference Books:**

- 1. Urban Economics: Brucckner, PHL Learning**
- 2. Micro & Macro Economics: Samulson & Nodhus**
- 3. Managerial Economics: Dwivedi D.N, Vikash Publication**
- 4. Managerial Economics: Gupta G. S., Tata Mc Graw Hill**

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### Department: Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessionals	End Sem	Lab Work			
MPGDABM105	Micro finance	100	50	17	20	7	30	12	1	1

### Objective:

The subject will give the students the understanding of the micro finance concepts & its application to the agriculture business.

### SYLLABUS

#### UNIT I

Perspectives of Micro-finance: Meaning of Micro-finance. Micro-finance as a Tool for Development. Evolution and character of micro-finance in India. Micro-finance Delivery Methodologies. Micro-finance in India: Present and Future. Some Innovative and Creative micro-finance Models. Legal and regulatory framework. Monitoring and evaluation findings. Emerging issues. Impact assessments and social assessments of MFIs.

#### UNIT II

Operational Aspects of Micro-Finance / basic banking: Accounting and financial reporting. Financial analysis. Revenue model, operating costs and efficiency. Products and services. Risk Management. Basics of banking. Priority Sector norms / lending. Other issues /Circulars.

#### UNIT III

Features of Micro Credit: Introduction, The screening of Beneficiaries, The nature of finance Assets, Distinguishing features of microcredit, Collateral Policies, Interest rates in Microcredit.

#### UNIT IV

Sustainability and Outreach: Introduction, Sustainability and Outreach, Sustainability –how to reach it, Outreach – How to select the beneficiaries, The microfinance Dilemma, The policies for improving sustainability.

Risk Management in Micro-finance: Introduction, Risks in Microfinance, The Business Risk, Financial Risks, Process Risks.

## UNIT V

Introduction, Performance Analysis, Performance Evaluation Model for Micro finance Project, Performance Evaluation models for MFIs.

### **Outcome**

At the end Students will be able to understand the micro finance concepts & its application to the agriculture business.

### **Reference Books:**

- 1. Modern Accountancy: Mukherjee & Hanif**
- 2. Micro & Macro Economics: Samulson & Nodhus**

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## Scheme of Examination

### Department: Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessionals	End Sem	Lab Work			
MPGDABM106	Management Information System	100	50	17	20	7	30	12	1	1

### Objective:

Students will be able to use analytical and reflective skills in decision making, communicate effectively both orally and in writing, in order to provide technological based solutions to the agri based business problem.

### SYLLABUS

#### UNIT I

Overview of MIS, Understand Data, Information, Role of ICT in Management, Prepare Data Matrix / Information Matrix (Mint berg Model) , Information Technology Infrastructure, Telecommunications and Networks, E-commerce Technologies.

#### UNIT II

Process Matrix, Information Systems, and Systems Thinking, Organizational Modeling of Information Systems (OMNIS Model), and Building Information System Overview of Systems Development: System Analysis, System Design, Completing Systems Development Process, System: Building Approaches, Traditional System Lifecycle, Prototyping, Application Software Packages, End-user Development, Outsourcing, Object Development, Rapid Application Development, Managing Implementation.

#### UNIT III

MIS and Organization Component of MIS : Transaction processing System , Management reporting system, Executive Support System, Forms of MIS : Expert Systems, Decision Support Systems , ERP , System from a functional Perspective: Sales and Marketing, Manufacturing and Production Systems, Finance and Accounting Systems, Human Resource System, Enterprise Applications, Strategic Information Systems.



## UNIT IV

Architectural Principles and MIS, System as Planned Organizational Changes, Business Process Reengineering and Process Improvement, Total Quality Management and Six Sigma, Knowledge Management in the organization, Artificial Intelligence.

## UNIT V

Managing Information System: Databases and MIS, Information Systems Security and Control: Systems Vulnerability and Abuse, Creating a Control Environment: Disaster Recovery plan, Ensuring System Quality –Software Quality Assurance Methodologies and Tools, Growth of International information Systems, Ethical and Social Issues related to systems - Ethics in an information Society, Moral Dimension of Information Systems.

### **Outcome**

Students will be able to use analytical and reflective skills in decision making, communicate effectively both orally and in writing, recognize legal and ethical issues confronting them, contribute to the performance of a group within a business setting in order to technological based solutions to the rural problem.

### **Reference Books:**

- 1. Management Information Systems: Suresh Basandra**
- 2. MIS & DSS: Nirmala Bageti, Vikas Publication**
- 3. MIS: Upadhay, Ramesh Book Depo**

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## Scheme of Examination

### Department: Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessionals	End Sem	Lab Work			
MPGDABM201	Logistics, Supply Chain and Infrastructure Management for Agri-business	100	50	17	20	7	30	12	1	1

### Objective:

The learner will be able to work & understand the Logistics, Supply Chain & Infrastructure Management for Agribusiness

### SYLLABUS

#### UNIT I

Supply Chain : Changing Business Environment, SCM; Present Need, Conceptual Model Of Supply Chain Management, Evaluation Of SCM, SCM Approach, Traditional Agri Supply Chain Management Approach, Modern Supply Chain Management Approach, Elements Of SCM, E-Business And The Supply Chain.

#### UNIT II

Demand Management and Supply Chain: Types Of Demand, Demand Planning And Forecasting, Operations Management In Supply Chain, Basic Principles Of Manufacturing In Management, Managing Economy Of Scale.

#### UNIT III

Procurement Management In Agri-Supply Chain: Purchasing Cycle , Types Of Purchases, Contact/Corporate Farming, Classification Of Purchases Good Or Services, Traditional Inventory Management, Material Requirement Planning, Just In Time (JIT), Vendor Managed Inventory.

#### UNIT IV

Logistics Management: History And Evaluation Of Logistics, Elements Of Logistics Management, Distribution Management, Distribution Strategy, Pool Distribution, Transportation Management, Fleet Management, Service Innovation, Ware Housing, Packaging For Logistics, Third Party Logistics (TPL/3PL), GPS Technology.Mansging Uncertainty.

#### UNIT V

Concept Of Information Technology: IT Application In SCM, Advance Planning And Scheduling, SCM In Electronic Business, Role Of Knowledge In SCM, Performance Measurement And Control In

Agri. Supply Chain Management- Benchmarking: Introduction, Concept And Forms Of Benchmarking.

**Outcome**

At the end the learner will be able to work & understand the Logistics, Supply Chain & Infrastructure Management for Agribusiness

**Reference Books:**

- 1. Supply Chain Management, A Balanced Approach: Wiser Tan Leorg**
- 2. Operations Management: Kumar Meenakshi**
- 3. Handbook for Supply Chain Risk Management: Khan**
- 4. Leading Effective Supply Chain Transformation: Lee**

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# AISECT UNIVERSITY, Bhopal, (M.P.)

## Scheme of Examination

### Department: Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessionals	End Sem	Lab Work			
MPGDABM202	International Business Agri	100	50	17	20	7	30	12	1	1

### Objective:

The subject will make the students familiarized with the nature of business environment and its components. The subject contents facilitate the students to develop conceptual framework of business environment and generate interest in international business. effective international marketing strategies and to develop a global perspective on international marketing problems and to enhance the ability for taking up international marketing management functions.

### SYLLABUS

#### UNIT I

International Trade- Basic Concept, WTO And Its Implications For Indian Economy In General And Agriculture Sector In Particular. Need For International Marketing: International Business Environment, and Economic, Political, Legal, Demographic, Cultural And Natural Environment.

#### UNIT II

TRIPS, TRIMS Quotas, Anti Dumping Duties, Quantitative And Qualitative Restrictions, Tariff And Non-Tariff Measures, Trade Liberalization, Licensing, Contract Manufacturing, Joint Venture, Subsidies, Green And Red Boxes, Issues For Negotiations In Future In WTO; CDMs And Carbon Trade.

#### UNIT III

Importance Of Foreign Trade For Development Economy, Absolute And Comparative Advantage, Foreign Trade In India. Market Entry and Operating Strategies- Exporting.

#### UNIT IV

Composition Of India's Foreign Trade Policy; India's Balance Of Payment, Inter Regional Vs International Trade, Tariffs And Trade Control, Exchange Rate, The Foreign Trade Multiplier, Impact Of Globalization On Indian Agriculture And Manufacturing.

## UNIT V

Foreign Demand, Supply Side Analysis, niche marketing, Opportunity Cost, Trade And Factor Prices, F.A.I, Implications For Developing Countries, Market Entry Methods, Export Procedures & Documentations.

### **Outcome**

After completion of the subject the students will be familiarized with the nature of business environment and its components. The subject contents facilitate the students to develop conceptual framework of business environment and generate interest in international business. The students develop critical skills required for effective international marketing strategies to develop a global perspective on international marketing problems and to enhance the ability for taking up international marketing management functions

### **Reference Books:**

- 1. Managing Global Supply & Risk, Best Practices, Concept & Strategies: Trent**
- 2. Global Business Negotiations: Cellich**
- 3. International Management, A Strategic Perspective: Cullen**
- 4. Global Business: Peng Shrivastava**

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### Department: Management

Subject Code	Subject Name	Credits	Maximum marks Allotted					Duration of Exam.		
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessionals	End Sem	Lab Work			
MPGDABM203	Agri-business Environment and Policy	100	50	17	20	7	30	12	1	-

### Objective:

The students will develop the understanding about the environmental factors & their influence on agri-business practices.

### SYLLABUS

#### UNIT I

Role of agriculture in Indian economy, problems and policy changes relating to farm supplies, farm production, agro processing, agricultural marketing, agricultural finance etc. in the country.

#### UNIT II

Structure of agriculture- linkages among sub-sectors of the agribusiness sectors, economic reforms and Indian agriculture, impact of liberalization, privatization and globalization on Agri-business sector.

#### UNIT III

Emerging trends in production, processing, marketing and exports, policy controls and regulations relating to the industrial sector with specific reference to agro industries.

#### UNIT IV

Agribusiness policies-concept and formulation, and new dimensions' in Agri-business environment and policy.

#### UNIT V

Agriculture price and marketing policies, public distribution system and other policies.

**Outcome**

The students develop the understanding about the environmental factors & their influence on business practices.

**Reference Books:**

- 1. The Concise Handbook of Future Markets: John Wiley & Sons**
- 2. Agricultural Futures & Options, Principles & Strategies: Macmillan**
- 3. All about Commodities from the inside out: McGraw Hill**

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# AISECT UNIVERSITY, Bhopal, (M.P.)

## Scheme of Examination

### Department: Management

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessionals	End Sem	Lab Work			
MPGDABM204	Business Laws & ethics	100	50	17	20	7	30	12	1	-

### Objective:

Identification of the elements of a contract, to describe the structure of the Indian court system & to identify laws, conditions and regulations in national and international work environments.

### SYLLABUS

#### UNIT I

Indian Contract Act: Arbitration act 1940, B.I.S Act, The carriers Act, Railway act 1890, The companies act 1956, consumers protection Act 1986, essential commodity act 1981, F.S.S Act, The Insurance Act 1972, M.R.T.P Act 1969, The negotiable instruments act 1881, The Indian patent act 1970

#### UNIT II

Agencies: Definition, differences, classification of agents, duties & rights of agents, personality of agent, termination of agency, power of attorney, gained practical experience, Negotiable Instrument Act.

#### UNIT III

Business Ethics: Introduction, concept, overview, factors affecting business ethics, objectives, sources, morality & etiquettes, moral duties, rights & obligation, business ethics in practice, attitude of managers towards business ethics .

#### UNIT IV

Philosophy of Ethics: Introduction, customary morality & reflective morality, ethical relativism, normative ethical system, ethical issues.

Business & Society: Introduction, social orientation, social responsibilities, social responsiveness of business.



## UNIT V

Values at workplace: Introduction, characteristics, types & importance of values, value & skill, business culture & value, human values for TQM.

Indian ethos for management ethics: Introduction, work ethics, work culture, personal values, organizational norms & conformity, ethics & decision making, ethical dilemma, ethics & HRM, ethics & corporate governance, intellectual property rights.

### **Outcome**

This course is to allow students to enhance this ability by providing them with a pragmatic framework that they can use to identify, analyze, and resolve ethical issues in business decision making. Students will also learn how to deal with conflicts between their personal values and those of the organization.

### **Reference Books:**

- 1. Mercantile Law: Garg & Chawla**
- 2. Business Law including Company Law: New Age Publication**
- 3. Business Law: S. Chand & Sons.**
- 4. Business Law for Managers: S. Chand & Sons**
- 5. Business Ethics, Ethical Decision making: Ferrell**

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# AISECT UNIVERSITY, Bhopal, (M.P.)

## Scheme of Examination

### Department: Management

Subject Code	Subject Name	Credits	Maximum marks Allotted					Duration of Exam.		
			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessionals	End Sem	Lab Work			
MPGDABM205	Management of Agri-business Cooperative	100	50	17	20	7	30	12	1	1

### Objective:

The student will be able to work with the rural organization by providing them with the best possible solution.

### SYLLABUS

#### UNIT I

Cooperative administration: a global perspective, ecology of cooperative administration, cooperative sector and economic development.

#### UNIT II

Cooperative management: nature, functions and purpose of cooperative- procurement, storage, processing, marketing, process of cooperative formulation, role of leadership in cooperative management.

#### UNIT III

The state and cooperative movement, effects of cooperative law in management, long range planning for cooperative expansion, policy making.

#### UNIT IV

Human resource management, placement and role of board of directors in cooperative management.

#### UNIT V

Overview of agribusiness cooperative: credit cooperatives, cooperative marketing, dairy cooperative, financing agribusiness cooperative.

## **Outcome**

After this subject the student will be able to work with the rural organization by providing them with the best possible solution.

## **Reference Books:**

- 1. Cooperative Management, Principles & Techniques: Dr. S. Nakkiran**
- 2. Management of Cooperative Enterprises: S. K. Sinha, R. Sahaya**
- 3. Cooperative in Agribusiness: C. H. Kirkman**
- 4. Indian Agriculture & Agri-business: S. Diwase**

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### Department: Management

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			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessionals	End Sem	Lab Work			
MPGDABM206	Advances in Food Retail Management	100	50	17	20	7	30	12	1	1

### Objective:

With this subject the students will understand the concept of food retailing & its application to the agriculture business.

### SYLLABUS

#### UNIT I

Introduction to International Food market, India's Competitive Position in World Food Trade, Foreign Investment in Global Food Industry, Retail Management & Food Retailing, The Nature of Change in Retailing, Organized Retailing in India, E-tailing and Understanding food preference of India Consumer, Food consumption and Expenditure pattern, Demographic and Psychographic factors affecting Food Pattern of Indian Consumer.

#### UNIT II

Value Chain in Food Retailing, Principal trends in food wholesaling and retailing, food wholesaling, food retailing, the changing nature of food stores, various retailing formats, competition and pricing in food retailing, market implication of new retail development, value chain and value additions across the chain in food retail, food service marketing.

#### UNIT III

4p's in Food Retail Management, Brand Management in Retailing, Merchandise pricing, Pricing Strategies used in conventional and non-conventional food retailing, Public distribution system, Promotion mix for food retailing, Management of sales promotion and Publicity, Advertisement Strategies for food retailers.

#### UNIT IV

Managing Retail Operations, Managing Retailers' Finances, Merchandise buying and handling, Merchandise Pricing, Logistics, Procurement of food products and Handling Transportation of food products.

## UNIT V

Retail Sales Management Types of Retail Selling, Salesperson selection, Salesperson trailing, Evaluation and Monitoring, Customer Relationship Management, Managing Human Resources in retailing, Legal and Ethical issues in Retailing.

### **Outcome**

With this subject the students will understand the concept of food retailing & its application to the agriculture business.

### **Reference Books:**

- 1. Retailing Logistics & Fresh food Packaging: Alpana Bhatnagar**
- 2. Managing Retailing: Piyush Sinha, D. P. Uniyal**
- 3. Retail Management: Chetan Bajaj & Rajnish**

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**Scheme of Examination**

**Department: Management**

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			Theory			Practical		Total	Theory	Practical
			Major	Minor	Sessionals	End Sem	Lab Work			
MPGDABM207	<b>Dissertation</b>	200	-	80	-	-	-	-	4	4

**Objective & Outcome:-**

Working with some organization for 45 days which is dedicatedly working for the rural areas will provide the students an insight towards the actual issues, problems & government, Non-government supports.

Students individually will carry out a detail study on a topic which should have contemporary relevance. The study must include literature review, methodology and field work with recommendations and suggestions. Student will prepared a report after taking training under Non-governmental organization (NGO). A report is to be prepared and submitted under the guidance of supervisor. The work must be defended through a presentation in front of a panel of experts.

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