



Integral University, Lucknow
Integral Institute of Agricultural Science and Technology
Evaluation Scheme of Postgraduate program
w.e.f. Session 2022-23

MBA Agribusiness Management

Semester – I

Course Code	Course Title	Type of Course	Periods/ Per week			Evaluation Scheme Theory Mid Sem			Evaluation Scheme Practical Mid Sem			Practical End Sem Exam	Sub Total (Theory +y Practical Mid Sem Exam)	End Sem Theory Exam	Subject Total	Credit	Total Credit Points	Attributes						
			L	T	P	CT	TA	Total	CT	TA	Total							Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics
ABM 501	Principles of Management and Organizational Behaviour	Major	3	0	0	20	10	30	-	-	-	-	30	70	100	3:0:0	3	√	√	√				√
ABM 503	Applied Agribusiness Economics		2	0	0	20	10	30	-	-	-	-	30	70	100	2:0:0	2	√	√	√				√
ABM 504	Human Resource Management for Agricultural Organization		2	0	0	20	10	30	-	-	-	-	30	70	100	2:0:0	2	√	√	√	√		√	√
ABM 506	Agricultural and Food Marketing Management-I		2	0	0	20	10	30	-	-	-	-	30	70	100	2:0:0	2	√	√	√		√	√	√
Total																	*							
*Major should not exceed more than 9 credit																								
ABM 511	Rural Marketing	Minor	3	0	0	20	10	30	-	-	-	-	30	70	100	3:0:0	3	√	√	√				√
ABM 525	Management Of Agri-Business Co-Operatives		2	0	0	20	10	30	-	-	-	-	30	70	100	2:0:0	2	√	√	√		√	√	√
Total																	**							
ABM 536	Strategic Management for Agri Business Enterprises	Supporting	2	0	0	20	10	30	-	-	-	-	30	70	100	2:0:0	2	√	√	√		√		√
PGS503 (e- Course)	Intellectual Property and Its Management in Agriculture	Common	1	0	0	20	10	30	-	-	-	-	30	70	100	1:0:0	1	√	√	√				√
PGS506 (e- Course)	Disaster Management		1	0	0	20	10	30	-	-	-	0	0	70	100	1:0:0	1	√		√				
ABM 539	Communication for Management and Agri Business	Basic Courses	3	0	0	20	10	30	-	-	-	-	30	70	100	3:0:0	3 [#]							
Total																	***							
Grand Total																	****							

*Grand Total (****) = *+**+***, Credit should not exceed more than 22 credit in one semester; [#]Compulsory course for Summer Training/Project Work.*

MBA Agribusiness Management
SEMESTER-I
Course Title: Principles of Management and Organizational Behaviour
Course Code: ABM 501
w.e.f. Session 2022-23

3(3+0)

UNIT I

Introduction to Management: Nature, Scope and Significance of Management, Evolution of Management Thought, Approaches to Management, functions and skills of a manager.

UNIT II

Management functions: Planning – Types, Steps, Objective, Process, Strategies, Policies, MBO, Organizing – Structure & Process, Line, Staff, Authority & Responsibility, Staffing – Recruitment and Selection, Directing – Training, Communication & Motivation, Controlling- Significance, Process, Techniques, Standards & Benchmarks, Management Audit.

UNIT III

Nature, Scope and Significance of Organizational Behavior; Foundations of Individual behaviour – Emotions, Personality, Values, Attitudes, Perception, Learning and individual decision making, Motivation- Types of motivation, theories of motivation, motivational practices at workplace, managing stress and work life balance.

UNIT IV

Group dynamics- types of groups, group formation, Group decision making, team building and developing collaboration, leadership styles and influence process; leadership theories, leadership styles and effective leader.

UNIT V

Understanding and managing organizational culture, power and political behavior in organizations, conflict Management, negotiation, managing organizational change, concept of organizational development.

Suggested Readings:

- Robbins SP, Coulter M and Vohra N. 2010. Management. Pearson Edu.
- Weihrich H, Cannice MV and Koontz H. 2015, Management, A Global, Innovative and Entrepreneurial Perspective, 14th Edition, McGraw Hill Education Pvt Ltd.
- Beierlein JG, Schneeberger KC, Osburn DD. 2014. Principles of Agribusiness Management. Fifth edition. Waveland Press
- Neck CP, Houghton JD and Murray EL. 2017, Organizational behavior, Sage Publication India Private Limited.
- Greenberg J. 2013, Behavior in Organisations, PHI Learning Private Limited, New Delhi.
- John A, Wagner III JA and Hollenbeck JR. 2015. Organizational Behaviour, Routledge Taylor & Francis Group, New York.
- Koontz H and Weighrlich K. 2010. Essentials of Management. Tata McGraw Hill.

- To acquaint the learner with meaning and concepts of management
- To understand the organizational behavior.
- To understand the concepts, processes, significance and role of management.
- To study about the motivation and its factors at workplace.
- To Understand the techniques for conflict management and negotiation

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

COURSE OUTCOME (CO)	DESCRIPTION
CO1	Students learned about the basic concepts of management
CO2	Able to understand the organizational behavior
CO3	Students learned about the significance and role of management
CO4	Students know how to manage factors of motivation at workplaces
CO5	Learned about the techniques for conflict management and negotiation

PO	PO										PSO						
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	1	1	2	3	3	2	2		3	3	3	3	3	3	3	3
CO2	3	3	2	3	2	2	3	2		2	3	2	2	3	2	3	2
CO3	2	2	1	3	2	2	3	1		3	3	3	2	3	3	3	2
CO4	3	2	2	2	3	1	3	2		3	3	2	3	3	2	2	3
CO5	3	1	2	3	3	3	2	2		3	3	3	2	3	2	3	2
3: Strong contribution, 2: average contribution, 1: Low contribution																	

MBA Agribusiness Management
SEMESTER-I
Course Title: Applied Agribusiness Economics
Course Code: ABM 503
w.e.f. Session 2022-23

2(2+0)

UNIT I

Scope of managerial economics, objective of the firm and basic economic principles; mathematical concepts used in managerial economics. Introduction to behavioral economics.

UNIT II

Indifference curves and budget sets - Demand analysis - meaning, types and determinants of demand; demand function; demand elasticity; demand forecasting-need and techniques.

UNIT III

Production, cost and supply analysis- production function, Multi period production and cost least-cost input combination, factor productivities and returns to scale, cost concepts, cost-output relationship, short and long-run supply functions.

UNIT IV

Pricing-determinants of price - pricing under different market structures, pricing of joint products, pricing methods in practice, government policies and pricing. Price discrimination (First, Second and Third level).

UNIT V

The national income; circular flow of income: consumption, investment and saving: money-functions, factors influencing demand for money & supply of money; inflation; economic growth; business cycles and business policies; business decisions under certain and uncertain situations.

Suggested Readings:

- Dwivedi DN. 2015. Managerial Economics. 8th Edition, Vikash Publishing.
- Gupta GS. 2015. Managerial Economics. Tata McGraw Hill.
- Savatore D. Srivastav R. 2012. Managerial Economics. 7th Edition, Oxford University Press.
- Suma Damodaran. 2010. Managerial Economics. Oxford

COURSE OBJECTIVES:

- To familiarize students with fundamental concepts of Applied Agribusiness Economics.
- To understand the principles in the context of managerial decision making.
- To understand the concepts, processes, significance and role of different economic consideration in production decisions.
- To provide understanding of production; levels, cost and supply analysis.

COURSE OUTCOME (CO):

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

COURSE OUTCOME (CO)	DESCRIPTION
CO1	Understand the scope of Applied Agribusiness Economics.
CO2	Understand the demand analysis, meaning types and determinants of demand
CO3	understand the production, cost supply analysis
CO4	Learn pricing determinants of price -pricing under different market structures
CO5	Understand the pricing of joint products

CO-PO-PSO mapping

PO	PO										PSO						
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	2	1	1	3	2	3		3	3	2	1	1	2	3	3
CO2	3	3	3	2	1	2	3	2		3	3	2	2	2	2	1	2
CO3	3	2	1	1	2	2	2	3		1	3	2	3	3	2	2	1
CO4	3	2	2	2	3	1	3	3		2	3	2	1	1	3	2	2
CO5	3	2	3	3	2	1	2	2		3	3	2	2	2	2	3	2
3: Strong contribution, 2: average contribution, 1: Low contribution																	

MBA Agribusiness Management
SEMESTER-I
Course Title: Human Resource Management for Agricultural Organization
Course Code: ABM 504
w.e.f. Session 2022-23

2(2+0)

UNIT I

Strategic Human Resource Management, Human Resource Planning-Nature and Significance, Job Analysis and talent management process, Job Description, Job Specification, Job enlargement, Job enrichment, Job rotation.

UNIT II

Recruitment and Selection Process, Induction, Training and Human Resource Development-Nature, Significance, Process and Techniques, e- recruitment, use of Big Data for recruitment, use of Artificial Intelligence and machine learning tools in recruitment practices Career planning and Development Internal mobility including Transfers, Promotions, employee separation.

UNIT III

Performance Appraisal–Significance and methods, Compensation management, Strategic pay plans, Job Evaluation, Wage and Salary Administration; Wage Fixation; Fringe Benefits, Incentive Payment, bonus, and Profit Sharing.

UNIT IV

Role and Status of Trade Unions; Collective Bargaining; Worker's Participation in Management, employee retention. Quality of work life, employee welfare measure, work life balance, Disputes and Grievance Handling Procedures; Arbitration and Adjudication; Health and Safety of Human Resources.

UNIT V

Ethical issues in HRM, Managing Global Human Resources, Managing Human Resources in Small and Entrepreneurial firms, Human Resources accounting, Human Resources outsourcing. HR Information System, Human Resource Metrics and Workforce Analytics, Future trends in workforce technologies.

Suggested Readings

- Gary Dessler & Biju Varkkey 2016, Human Resource Management, XIV Edition, Pearson India.
- VSP Rao. 2010, Human Resource Management, Text and Cases, 3rd Edition, Excel Books.
- Ashwathapa K. 2016. Human Resource Management, Text and Cases. Tata McGraw Hill
- Michael J. Kavanagh, Mohan Thite & Richard D. Johnson. 2016, Human Resource Information Systems, Sage Publications
- Subba Rao P. 2004. Essentials of Human Resource Management and Industrial Relations. Himalaya Publ. House.

COURSE OBJECTIVES:

- To expose the learner to the field of human resource management.
- To learn the human resource practices and their utility for managers.
- To understand the concepts, processes, significance and role of different human resource management tools.
- To provide understanding of performance appraisal, pay scale, training and development processes.

COURSE OUTCOME (CO):

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

COURSE OUTCOME (CO)	DESCRIPTION
CO1	Learn what are the human resources, their planning nature and significance
CO2	Learn what are the recruitment and selection process
CO3	Know the performance appraisal
CO4	Know the industrial relations, role and status of trade unions
CO5	Understand the quality of work life, employee welfare measure

CO-PO-PSO mapping

PO	PO										PSO						
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3				3	3	2	3	1	3	3	1	2	2	2
CO2	3	3	3				1	3	1	3	2	3	2	2	2	3	2
CO3	3	3	2				1	3	3	1	1	3	2	3	3	1	3
CO4	3	3	3				2	3	2	2	1	3	3	1	2	2	2
CO5	2	2	1				1	3	2	2	3	2	2	2	2	3	2
3: Strong contribution, 2: average contribution, 1: Low contribution																	

MBA Agribusiness Management
SEMESTER-I
Course Title: Agricultural and Food Marketing Management-I
Course Code: ABM 506
w.e.f. Session 2022-23

2(2+0)

UNIT I

Introduction and Concept/philosophies of Marketing Management; Product Management: The product, The product mix, Product line extensions, Product line deletions, Branding products, The advantages and disadvantages of branding, Branding decisions Brand loyalty models, Homogenous first-order Markov Models, Higher-order Markov Models Packaging, The functions of packaging, Packaging technology, Recent developments in packaging.

UNIT II

Pricing objectives, The laws of supply and demand, Elasticity of demand Cross-price elasticity of demand, Practical problems of price theory, Cost–revenue-supply relationships, The meaning of price to consumers, Price as an indicator of quality, Pricing strategies, Cost-plus methods of price determination, Breakeven analysis, Market-oriented pricing, Psychological pricing, Geographical pricing, Administered pricing.

UNIT III

Channel decisions in relation to marketing strategy, The value of middlemen, Key decisions in channel management, Types of distribution system, Marketing to middlemen, Power and conflict in distribution channels, Physical distribution, Customer service levels, Developing a customer service policy, The total distribution concept, Warehouse management, Inventory management, Calculating the economic order quantity, Transport management, Technological advances in physical distribution, Vehicle scheduling and routing, Fixed and variable routing systems, Vehicle scheduling tools, Vehicle scheduling models, Computer-based vehicle scheduling.

UNIT IV

The nature of marketing communications, Setting marketing communication objectives, Factors influencing the communications mix, The marketing communications mix, Advertising, Sales promotion, Public relations, Personal selling, Digital Marketing, Mobile Marketing, Social Marketing and Social Media Marketing, Training the sales force, Change agents, Selecting the media, Establishing the promotional budget, Monitoring the effectiveness of marketing communications.

UNIT V

Marketing Costs and Margins: Assessing the performance of a marketing system, Marketing efficiency and effectiveness, Operational efficiency, Pricing efficiency, Identifying marketing costs and margins, The reference products concept, Handling costs, Packaging costs, Transport costs, Storage costs, Processing costs, Capital costs.

Suggested Readings:

- Kotler P, Keller K, Koshy A and Jha M. 2013. Marketing Management–Analysis, Planning, Implementation and Control. Pearson Education.
- Ramaswamy VS. 2017. Marketing Management: A Strategic Decision Making Approach McGraw Hill Education.
- Saxena R. 2009. Marketing Management. Mc Graw Hill.4th Edition.

PO	PO										PSO						
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	1	2	3				3	2	2	3	1	3	3	2	2	2	2
CO2	1	1	3				1	1	1	2	3	1	2	1	1	2	1
CO3	2	3	3				2	2	2	3	1	2	3	3	3	1	2
CO4	1	3	3				1	1	3	2	1	1	3	2	2	3	1
CO5	2	3	3				2	3	2	2	3	2	3	1	3	3	2
3: Strong contribution, 2: average contribution, 1: Low contribution																	

MBA Agribusiness Management
SEMESTER-I
Course Title: Rural Marketing
Course Code: ABM 511
w.e.f. Session 2022-23

3(3+0)

UNIT I

Rural Market Concept & Scope: Concept, Definition and Scope of rural marketing, nature and characteristics of rural markets, potential of rural markets in India, rural V/S urban market. Environmental factors: Socio-cultural, economic, demographic, technological and other environmental factors affecting rural marketing.

UNIT II

Rural finance: Concept, demand, banking model; Finance Schemes of NABARD, Other Schemes of State Govt, Central Govt. Rural consumer's behavior: Behavior of rural consumers and farmers; buyer characteristics and buying behavior; customer relationship management, rural market research.

UNIT III

Rural Product strategy: Marketing of consumer durable and non-durable goods and services in the rural markets with special reference to product planning; marketing mix, product mix. Pricing for rural markets: Pricing policy and pricing strategy, distribution strategy, Rural retailing and modern store formats in rural areas.

UNIT IV

Promotion and communication strategy: Media Planning, Distribution channels, personal selling strategies in rural markets, innovations in rural marketing.

Suggested Readings:

- Krishnamacharyulu and Ramakrishnan. 2010. Rural Marketing: Text and Cases: Pearson Education. 2nd edition
- Singh S. 2004. Rural Marketing: Focus on Agricultural Inputs, Vikas Publishing
- Kashyap P. 2011. Rural Marketing. Pearson Education
- Kumar D and Gupta P. 2017. Rural Marketing: Challenges and Opportunities. Sage Publications.

COURSE OBJECTIVES:

- To understand the different rural market concept & its scope.
- To learn about the different factors affecting rural marketing.
- To expose the students to the rural finance schemes.
- To explain the Rural Product strategy.
- To understand the role of extension services in Agribusiness.

COURSE OUTCOME (CO):

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

COURSE OUTCOME (CO)	DESCRIPTION
CO1	Students learned about the different rural market concept & its scope.
CO2	Able to understand about the different factors affecting rural marketing
CO3	Students learned about the significance of rural finance schemes

MBA Agribusiness Management
SEMESTER-I
Course Title: Management of Agribusiness Cooperatives
Course Code: ABM 525
w.e.f. Session 2022-23

2(2+0)

UNIT I

Cooperative administration: Global perspective, ecology of cooperative administration, cooperative sector and economic development. Cooperative management: Nature, functions and purpose of cooperatives – procurement, storage, processing, marketing, process of cooperative formation, role of leadership in cooperative management.

UNIT II

Cooperative Movement: The state and cooperative movement, effects of cooperative law in management, long range planning for cooperative expansion, policy making. Human resource management: Placement and role of board of directors in cooperative management.

UNIT III

Overview of agribusiness cooperative: Credit cooperatives, cooperative marketing, dairy cooperative; financing agribusiness cooperative.

Suggested Readings:

- Kamat GS. 2011. New Dimensions of Cooperative Management. Himalaya Publ. House.
- Ansari AA. 1990. Cooperative Management Patterns. Anmol Publ.
- Ravichandran and Nakkiran. 2009. Cooperation (Theory & Practice) Neha Publishers & Distributors;
- Sah AK. 1984. Professional Management for the Cooperatives. Vikas Publ. House.
- Anwar SA. HRM Practise in Cooperative Sector. Idea Publishing.

COURSE OBJECTIVES:

- To study about Agribusiness Cooperatives.
- To understand nature, function and management of Cooperatives and its challenges.
- To study about the various Cooperative movements.

COURSE OUTCOME (CO):

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

COURSE OUTCOME (CO)	DESCRIPTION
CO1	Students learned about the Agribusiness Cooperatives systems
CO2	Able to understand the different Cooperatives and its challenges
CO3	Students learned about the agrobased Cooperatives movements
CO4	Students know how Cooperative Operations carried out
CO5	Learned about the techniques for Human resource management in different Cooperatives.

CO-PO-PSO mapping

PO	PO	PSO
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MBA Agribusiness Management
SEMESTER-I
Course Title: Strategic Management for Agri Business Enterprises
Course Code: ABM 536
w.e.f. Session 2022-23

2(2+0)

UNIT I

Introduction - Concepts in Strategic Management, Strategic Management Process; Corporate Governance, Social Responsibility and Ethics in strategic management, Environment Scanning and Industry analysis.

UNIT II

Organization appraisal and strategy formulation: organizational dynamics and structuring organizational appraisal, business models and Value chain analysis, Strategy formulation- corporate level strategies and business strategies, Generic Strategies- Types of Strategies, tools and techniques for strategic analysis. Procurements.

UNIT III

Turnaround and Diversification Strategies: Turnaround strategy – Management of Strategic Change, Strategies for Mergers, Acquisitions, Takeovers and Joint Ventures - Diversification Strategy.

UNIT IV

Strategy implementation and control: aspects, structures, design and change: behavioural implementation- leadership, culture, value and ethics, strategic evaluation and control-an overview and techniques of strategic evaluation and control.

UNIT V

Strategic issues in managing technology & innovation, entrepreneurial ventures and small businesses, Cases in strategic management.

Suggested Readings:

- Wheelen TL and Hunger JD. 2012. Strategic Management & Business Policy, towards Global Sustainability, Pearson India Edn. Thirteenth Edition
- David FR and David FR. 2016. Strategic Management, Concept and Cases, Pearson India Edn, Fifteenth Edition.
- Thompson Jr. AA, Peteraf M and Gamble JE. 2015. Crafting and Executing Strategy. McGraw Hill, Irwin.
- Stead JG and Stead EW. 2014, Sustainable Strategic Management. Routledge Taylor & Francis Group.
- Kazmi Azhar. 2015. Strategic Management. Mcgraw Higher Ed. 4th Edition
- Srinivasan R. 2014. Strategic Management. PHI Learning 5th Edition

Course Objectives

- Introduction to concepts of strategic environment in corporate.
- To study about strategic change and its impact on firms' behavior.
- To accumulate the knowledge of formulating and implementing the strategies at various levels in the firm.
- To get the insight towards leadership skills, ethical practices and values system of corporate sector.
- To develop the entrepreneurial culture and manage emerging technology.

COURSE OUTCOME (CO):

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

COURSE OUTCOME (CO)	DESCRIPTION
CO1	Students would be able to understand the basic concepts of strategic environment in corporate sector.
CO2	Students would be able to deal with strategic change and its consequent effects on firms' behavior
CO3	Students will learn about strategy formulation and implementation at various level in the firm
CO4	Students would be able to develop the corporate leadership and understand the ethical practices & value system of the firm
CO5	Students will be able to develop entrepreneurial skills and manage innovative technology.

CO-PO-PSO mapping

PO	PO										PSO						
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	2	3	2	3	1	1	2	3	3	3	2	3	2	2	2	2	3
CO2	2	3	2	2	2	3	3	3	3	2	3	3	3	2	3	3	3
CO3	1	2	3	3	3	2	2	2	2	2	2	1	3	2	3	2	1
CO4	2	3	3	2	2	1	2	2	3	3	3	1	2	3	2	3	1
CO5	3	2	3	3	3	2	3	1	2	3	3	2	3	2	3	3	2
3: Strong contribution, 2: average contribution, 1: Low contribution																	

M. Sc. (Ag.)/M.Sc. (Hort.)/MBA Agribusiness Management
SEMESTER-I
Course Title: Intellectual Property and Its Management in Agriculture
Course Code: PGS 503
w.e.f. Session 2018-19

1(1+0)

UNIT I

Historical perspectives and need for the introduction of Intellectual Property Right regime; TRIPs and various provisions in TRIPs Agreement; Intellectual Property and Intellectual Property Rights (IPR), benefits of securing IPRs;

UNIT II

Indian Legislations for the protection of various types of Intellectual Properties; Fundamentals of patents, copyrights, geographical indications, designs and layout, trade secrets and traditional knowledge, trademarks,

UNIT III

Protection of plant varieties and farmers' rights and bio-diversity protection; Protectable subject matters, protection in biotechnology, protection of other biological materials, ownership and period of protection; National Biodiversity protection initiatives; Convention on Biological Diversity; International Treaty on Plant Genetic Resources for Food and Agriculture;

UNIT IV

Licensing of technologies, Material transfer agreements, Research collaboration Agreement, License Agreement.

Suggested Readings:

- Erbis FH and Maredia K. 1998. Intellectual Property Rights in Agricultural Biotechnology. CABI.
- Ganguli P. 2001. Intellectual Property Rights: Unleashing Knowledge Economy. McGraw-Hill.
- Intellectual Property Rights: Key to New Wealth Generation. 2001. NRDC and Aesthetic Technologies.
- Ministry of Agriculture, Government of India. 2004. State of Indian Farmer. Vol. V. Technology Generation and IPR Issues. Academic Foundation.
- Rothschild M and Scott N. (Ed.). 2003. Intellectual Property Rights in Animal Breeding and Genetics. CABI.
- Saha R. (Ed.). 2006. Intellectual Property Rights in NAM and Other Developing Countries: A Compendium on Law and Policies. Daya Publ. House.

COURSE OBJECTIVES:

- Knowledge, concept and introduction of Intellectual Property Right regime; TRIPS and various provisions in TRIPS Agreement
- Basics of Legislations for the protection of various types of Intellectual Properties
- Fundamentals of patents, copyrights, geographical indications, designs and layout
- Basic concepts of Protection of plant varieties and farmers' rights and bio-diversity protection, Convention on Biological Diversity; International Treaty on Plant Genetic Resources for Food and Agriculture
- Study of Licensing of technologies, Material transfer agreements, Research collaboration Agreement, License Agreement

COURSE OUTCOMES (CO):

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

COURSE OUTCOME (CO)	DESCRIPTION
CO1	Concept of Intellectual Property Right regime; TRIPs and various provisions in TRIPs Agreement
CO2	Knowledge of Legislations for the protection of various types of Intellectual Properties
CO3	Concepts of Protection of plant varieties and farmers' rights and bio-diversity protection, Convention on Biological Diversity; International Treaty on Plant Genetic Resources for Food and Agriculture
CO4	Knowledge of Convention on Biological Diversity; International Treaty on Plant Genetic Resources for Food and Agriculture
CO5	Knowledge of Socio-economic impact, Research collaboration Agreement, License Agreement

CO-PO-PSO MAPPING:

PO	PO										PSO						
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	2	3	3	3	1	1	1	3	3	2	3	3	3	2	2	2	1
CO2	2	3	2	2	1	1	1	1	2	3	1	3	2	2	2	2	1
CO3	3	3	3	3	1	1	2	2	3	3	2	3	2	2	2	2	2
CO4	3	3	2	2	1	1	1	1	2	3	3	3	3	2	2	2	1
CO5	3	3	2	3	1	1	1	3	3	3	3	1	3	3	2	2	1
3: Strong contribution, 2: average contribution, 1: Low contribution																	

MBA Agribusiness Management
SEMESTER-II
Syllabus: Disaster Management (e-Course)
Paper Code: PGS 506
w.e.f. Session 2018-19

1(1+0)

Unit I

Natural Disasters- Meaning and nature of natural disasters, their types and effects. Floods, Drought, Cyclone, Earthquakes, Landslides, Avalanches, Volcanic eruptions, Heat and cold Waves, Climatic Change: Global warming, Sea Level rise, Ozone Depletion.

Unit II

Man Made Disasters- Nuclear disasters, chemical disasters, biological disasters, building fire, coal fire, forest fire. Oil fire, air pollution, water pollution, deforestation, Industrial wastewater pollution, road accidents, rail accidents, air accidents, sea accidents.

Unit III

Disaster Management- Efforts to mitigate natural disasters at national and global levels. International Strategy for Disaster reduction. Concept of disaster management, national disaster management framework; financial arrangements; role of NGOs, Community-based organizations, and media. Central, State, District and local Administration; Armed forces in Disaster response; Disaster response: Police and other organizations.

Suggested Readings:

1. Gupta HK. 2003. Disaster Management. Indian National Science Academy. Orient Blackswan.
2. Hodgkinson PE & Stewart M. 1991. Coping with Catastrophe: A Handbook of Disaster Management. Routledge.
3. Sharma VK. 2001. Disaster Management. National Centre for Disaster Management, India.

COURSE OBJECTIVES:

- To give knowledge prompt assistance to victims
- To give knowledge about the different techniques and to achieve rapid and effective recovery.
- To give knowledge about how to reduce, or avoid, the potential losses from hazards,
- To give knowledge about assure prompt and appropriate assistance to victims of disaster, and
- achieve rapid and effective recovery

COURSE OUTCOMES (CO):

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

COURSE OUTCOME (CO)	DESCRIPTION
CO1	Able to know what are the basic criteria for disaster management
CO2	Can use the basic knowledge regarding prompt assistance to victims
CO3	Students are able to know about to reduce, or avoid, the potential losses from hazards
CO4	Study to assure prompt and appropriate assistance to victims of disaster and pollution

MBA Agribusiness Management
SEMESTER-II
Course Title: Communication for Management and Business
Course Code: ABM 539
w.e.f. Session 2022-23

3(3+0)

UNIT I

Communication process, barriers to communication, methods of communication, effective communication, assertive communication, types of organizational communication. Listening skills, active listening, barriers to effective listening, Non Verbal Communication.

UNIT II

Reading comprehension and techniques, rules of good writing, business letter writing, e-mail writing, crafting messages for electronic media, social media, business blogs, podcasts, employment messages.

UNIT III

Visual presentation, oral presentation skills, conducting business meetings, brainstorming sessions and presentations, public speaking skills, Communicating across cultures, Various forms of scientific writings, theses, technical papers, reviews, manuals, research work, various parts of thesis and research communication Title page, authorship, contents, preface, introduction, review of literature, material and methods, experimental results and discussion, Technical Writing Style and Editing, Writing Introductions & Conclusions, Editing and Proof reading, Writing a review article and book summary.

UNIT IV

Developing interpersonal skills (transactional analysis), Business Etiquettes, essentials of business conversations. Business meeting agenda and minutes, circulars and sales letters, notices, overview of business proposals.

UNIT V

Developing self awareness (Johari Window), solving problems analytically and creatively, introduction to case method of learning, case reading, approaches and analysis.

Suggested Readings:

- Cardon PW. 2015. Business Communication, Developing leaders for a networked world McGraw Hill Education
- Chaturvedi PD and Chaturvedi M. 2017. Business Communication, Skills, Concepts, Cases and Applications, Pearson India Education
- Bovee CL, Thill JV and Chatterjee A. 2013. Business Communication Today, Pearson Education, Tenth Edition

COURSE OBJECTIVES:

- To study about communication process in organizations.
- To understand issues for professional writing skills.
- To understand the technical writing skills in financial reports

COURSE OUTCOME (CO):

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

COURSE OUTCOME (CO)	DESCRIPTION
CO1	Students learned about communication process in organizations
CO2	Able to understand the issues related to professional writing skills
CO3	Students learned about the technical writing skills in financial reports

CO-PO-PSO mapping

PO	PO										PSO						
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	1	1	2	3	1	3	2		3	3	3	3	3	3	3	3
CO2	2	3	2	2	2	1	2	2		2	3	3	2	2	2	3	2
CO3	2	2	1	3	2	1	1	1		3	2	3	2	2	2	3	2
3: Strong contribution, 2: average contribution, 1: Low contribution																	