



Integral University, Lucknow
Integral Institute of Agricultural Science and Technology
Evaluation Scheme of Postgraduate program
w.e.f. Session 2020-21

MBA Agribusiness Management

Semester – I

Course Code	Course Title	Periods per week			Evaluation Scheme Theory Mid sem			Evaluation Scheme Practical Mid sem			End Sem Practical Exam	Sub Total (Sessional + Practical 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	
AB501	Principles of Management and Organizational Behaviour	3	0	0	20	10	30	-	-	-	-	-	70	100	3:0:0	3	√	√	√					√
AG501	Agribusiness Environment and Policy	2	0	0	20	10	30	-	-	-	-	-	70	100	2:0:0	2	√	√	√					
AB503	Managerial Economics	3	0	0	20	10	30	-	-	-	-	-	70	100	3:0:0	3	√							√
AB504	Managerial Accounting and Control	1	0	2	20	10	30	-	-	-	20	20	50	100	1:0:1	2	√		√					
AB505	Business Laws and Ethics	2	0	0	20	10	30	-	-	-	-	-	70	100	2:0:0	2	√							√
CA515	Computers for Managers	1	0	2	20	10	30	-	-	-	20	20	50	100	1:0:1	2	√		√					
AG502	Master's Seminar	0	0	2	-	-	-	-	20	5	25	75	-	100	0:0:1	1			√					
PGS503	Intellectual Property and Its Management in Agriculture	1	0	0	20	10	30	-	-	-	-	-	70	100	1:0:0	1*	√	√	√					√
PGS504	Basic Concepts in Laboratory Techniques	0	0	2	-	-	-	-	20	5	25	75	-	100	0:0:1	1*	√	√	√					
	Total	13		08												15+2*								

* Non-Gradual Course

**MBA Agribusiness Management
SEMESTER-I**

Course Title: Principles of Management and Organizational Behaviour

Course Code: AB501

w.e.f. Session 2020-21

**Credit
3 (3+0)**

Objective

To acquaint the learner with meaning and concepts of management and organizational behaviour. Focus will be on understanding the concepts, processes, significance, and role of management and organizational behaviour.

Contents

UNIT I

Nature, Scope and Significance of Management, Evolution of Management Thought, Approaches to Management, Functions of a Manager, Planning - Types, Steps, Course Objective, Process, Strategies, Policies, MBO, Strategic Planning Process, SWOT analysis, Organizing – Structure & Process, Line Staff, Authority & responsibility.

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 Behaviour Foundations of individual behaviour, Diversity, Micro Organizational behavior - Personality, self-concept, self-esteem and Self-Efficacy; Attitudes, Perception, Power – types & structures.

UNIT IV

Motivation- Types of motivation. Theories of motivation, Applications of motivation. Transactional analysis-Johari window-self fulfilling prophecy, Interpersonal relations-understanding, determinants, and developing; leadership styles and influence process; leadership theories; types of leaders, and effective leader; group dynamics-, types of groups, group formation, Group decision making, Team Building.

UNIT V

Organizational culture or climate-concept, dimensions, ethos, determinants; organizational conflicts-concepts, sources, implications, and management; organizational changes - types, resistances to change, role of change agents.

Suggested Readings

Fred Luthans 1998. *Organizational Behavior*. Tata McGraw Hill.

Harold Koontz & Keing Weighhrich. *Essentials of Management*. McGraw Hill.

John W Newstrom & Keith Davis. 1997. *Human Behaviour at Work*. Tata McGraw.

Robert C Appleby. 1997. *Modern Business Administration*. Macmillan India.

Stephen P Robbins 2007. *Organizational Behaviour*. Prentice Hall.

Stoner James AF. 2005. *Management*. Pearson Edu.

MBA Agribusiness Management
SEMESTER-I
Course Title: Agribusiness Environment and Policy
Course Code: AG501
w.e.f. Session 2017-18

Credit
2 (2+0)

Objective

To expose learners to the environment in which the agri-business is conducted. Focus will be on understanding micro and macro environmental forces and their impact on agri-business.

Contents

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 sector; 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 agroindustries.

UNIT IV

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

UNIT V

Agricultural price and marketing policies; public distribution system and other policies.

Suggested Readings

Adhikary M. 1986. *Economic Environment of Business*. S. Chand & Sons.

Aswathappa K. 1997. *Essentials of Business Environment*. Himalaya Publ.

Francis Cherunilam 2003. *Business Environment*. Himalaya Publ.

MBA Agribusiness Management
SEMESTER-I
Course Title: Managerial Economics
Course Code: AB503
w.e.f. Session 2020-21

Credit
3 (3+0)

Objective

To familiarize the students with the fundamental economic concepts and principles in the context of managerial decision making.

Contents

UNIT I

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

UNIT II

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, 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.

UNIT V

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

Suggested Readings

Baumol WJ. 1980. *Economic Theory and Operations Analysis*. Prentice Hall of India.

Craig PH & Chris LW. 1996. *Managerial Economics*. Prentice Hall of India.

Dernberg TF. *et. al.* 1986. *Macro Economics: Concepts, Theories and Policies*. McGraw Hill.

Dwivedi DN. 2002. *Managerial Economics*. Vikash Publ.

Gupta GS. 1997. *Managerial Economics*. Tata McGraw Hill.

Koutsoyiannis A. 1989. *Modern Micro Economics*. Mac Millan Press.

MBA Agribusiness Management
SEMESTER-I
Course Title: Managerial Accounting and Control
Course Code: AB504
w.e.f. Session 2020-21

Credit
2 (1+1)

Objective

The objective of this course is to expose the learner to the concept and methods of financial and management accounting. Focus will be on understanding techniques, uses and applications of financial and management accounting.

Contents

UNIT I

Financial Accounting- Meaning, Need, Concepts and Conventions; Branches of Accounting, Internal and External Users of Accounting, Advantages and Limitations of Financial Accounting, Accounting Standards.

UNIT II

The Double Entry System- Its Meaning and Scope, The Journal, Cash Book, Ledger, Trial Balance, Trading Account, Profit and Loss Account, Balance Sheet, Entries and Adjustments of different heads in different Books and Accounts. Introduction of Company Accounts.

UNIT III

Managing Accounting-Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting, Analysis of Financial Statements- Ratios, Comparative and Common Size Statements, Cash Flow and Funds Flow Analysis, Management Audit and Financial.

UNIT IV

Cost Accounting – Nature, Course Objective, Significance of Cost Accounting; Classification of Cost, Costing for Material, Labour, and Overheads; Marginal Costing and cost volume profit Analysis- Its Significance, Uses and Limitations; Standard Costing – Its Meaning, Uses and Limitations; Determination of Standard Cost, Variance Analysis- Material, Labour and Overhead.

UNIT V

Responsibility Accounting- Its Meaning and Significance, Cost, Profit and Investment Centres, Accounting for Price Level Changes- Concepts, CPP and CCA Methods. Budget and Budgetary Control- Its Meaning, Uses and Limitations, Budgeting and Profit Planning, Different Types of Budgets and their Preparations, Sales Budget, Purchase Budget, Production Budget, Cash Budget, Flexible Budget, Master Budget, Zero Based Budgeting.

Suggested Readings

Horngren. 2008. *Introduction to Financial Accounting*. 8th Ed. Pearson Edu.

Khan MY & Jain PK. 2004. *Management Accounting*. Tata McGraw Hill.

Maheshwari SN & Maheshwari SK. 2003. *Financial Accounting*. 3rd Ed. Vikas Publ. House.

MBA Agribusiness Management
SEMESTER-I
Course Title: Business Laws and Ethics
Course Code: AB505
w.e.f. Session 2020-21

Credit
2 (2+0)

Objective

The objective of this course is to expose the learner to various ethical issues and laws affecting business. Focus will be on understanding provisions of various business laws and also ethical practices to conduct the business properly.

Contents

UNIT I

Introduction to Indian legal system, The Indian Contract Act-1872: Contract meaning, nature, significance, types of contract, essentials of a valid contract, offer and acceptance, capacity to contract, free consent, performance of contract.

UNIT II

Companies Act-1956: incorporation, commencement of business, types of companies, management, winding of companies, Negotiable Instruments Act.

UNIT III

Essential Commodities Act, APMC Act, Consumer Protection Act, RTI Act, MRTP Act- major provisions and implications.

UNIT IV

Factory Act, Labour laws, Industrial dispute Act.

UNIT V

Nature and importance of ethics and moral standards; corporations and social responsibilities, scope and purpose of business ethics; Ethics in business functional areas; industrial espionage; solving ethical problems; governance mechanism.

Suggested Readings

Gulshan SS & Kapoor GK. 2003. *Business Law including Company Law*. 10th Ed. New Age Publ.

Kapoor ND. 2005. *Business Law*. S. Chand & Sons.

Tulsain PC. 2006 *Business Law*. Tata McGraw Hill.

Tuteja SK. 2005. *Business Law for Managers*. S. Chand & Sons.

MBA Agribusiness Management
SEMESTER-I
Course Title: Computers for Managers
Course Code: CA515
w.e.f. Session 2017-18

Credit
2 (1+1)

Objective

The course objective is to acquaint the students with the knowledge and use of computers and simple applications of computers in managerial decisions. Effort will also be made to provide them an orientation about the increasing role of computers in corporate/business world.

Contents

UNIT I

Concept of Computers- Brief History of Computers, Generation and Its Evolution, Characteristics of Computers, Hardware and Software, introduction to computer languages, Main Areas of Computers and their Applications; Types of Computers – Analog, Digital, Hybrid, General Purpose and Special Purpose Computers, Micro Computers, Mini-Computers, Main-frame Computers, and Super Computers.

UNIT II

Input-Output Devices, Storage Units (Disks, CD-ROM, DVD-ROM, Blue Ray Disk and tapes), Memory Types (Cache, RAM, ROM), Memory Units, Generation and types of Microprocessor.

UNIT III

Data and Information – Data Definition, Data Processing Systems, Data Type Numeric, Alphabetic, Audio, Graphic, and Video and Their Presentation; Data Processing- Introduction to Data Processing, Computer as a Tool For Data Processing, Data Processing Cycle, Data Processing Techniques, Data Analysis, Data Inputs and Outputs, Data Processing Management, Data Security.

UNIT IV

Introduction to Operating Systems, MS Windows, and UNIX, MS Office (MS Word, MS Power Point, MS Excel, MS-Access and use of various management software's Like SPSS.

UNIT IV

Introduction to LAN, WAN, MAN, internet and search engines; Introduction to agri-portals like agriwatch.com, agmarknet.nic.in, echaupal.com

Suggested Readings

Lucas. 2004. *Information Technology for Management*. McGraw Hill.

Norton P. 1998. *Introduction to Computers*. 2nd Ed. Tata McGraw Hill.

Rajaraman V. 2006. *Introduction to Information Technology*. Prentice Hall of India.

MBA Agribusiness Management
SEMESTER-I
Course Title: Master's Seminar
Course Code: AB507
w.e.f. Session 2020-21

Credit
1(0+1)

**M.Sc. (Ag.)/MBA Agribusiness Management
SEMESTER-I**

Course Title: Intellectual Property and Its Management in Agriculture

Course Code: PGS503

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

1. Erbisch FH & Maredia K.1998. Intellectual Property Rights in Agricultural Biotechnology. CABI.
2. Download e-course free from: <http://hau.ac.in/HRM/pdf/ecourse503.pdf>
3. Chandan Roi (2018). The Role of Intellectual Property Rights in Agriculture and Allied Sciences CRC Press.
4. Neeraj Pandey and Kushdeep Dharni. Intellectual Property Rights PHI Learning Pvt. Limited.

M.Sc. (Ag.)/MBA Agribusiness Management
SEMESTER-I
Course Title: Basic Concepts in Laboratory Techniques
Course Code: PGS504
w.e.f. Session 2018-19

1(0+1)

Practical

Safety measures while in Lab; Handling of chemical substances; Use of burettes, pipettes, measuring cylinders, flasks, separatory funnel, condensers, micropipettes and vaccumets; washing, drying and sterilization of glassware; Drying of solvents/chemicals. Weighing and preparation of solutions of different strengths and their dilution; Handling techniques of solutions; Preparation of different agro-chemical doses in field and pot applications; Preparation of solutions of acids; Neutralization of acid and bases; Preparation of buffers of different strengths and pH values. Use and handling of microscope, laminar flow, vacuum pumps, viscometer, thermometer, magnetic stirrer, micro-ovens, incubators, sandbath, waterbath, oilbath; Electric wiring and earthing. Preparation of media and methods of sterilization; Seed viability testing, testing of pollen viability; Tissue culture of crop plants; Description of flowering plants in botanical terms in relation to taxonomy

Suggested Readings

1. Furr AK. 2000. CRC Hand Book of Laboratory Safety. CRC Press.
2. Gabb MH & Latchem WE. 1968. A Handbook of Laboratory Solutions. Chemical Publ. Co.