

Integral University, Lucknow
Integral Institute of Agricultural Science and Technology
Evaluation Scheme of Postgraduate program
MBA Agribusiness Management
w.e.f. Session 2018-19

Semester - II

Course Code	Subject	Periods per week			Evaluation Scheme Theory Mid sem			Evaluation Scheme Practical Mid Sem			End Sem Practical Exam	Sub Total	End Sem Theory Exam	Subject total	Credit	Total Credit Points
		L	T	P	CT	TA	Total	CT	TA	Total						
LN501	Communication for Management & Business	2	0	0	20	10	30	-	-	-	-	-	70	100	2:0:0	2
BM544	Marketing Management	3	0	0	20	10	30	-	-	-	-	-	70	100	3:0:0	3
BM545	Human Resource Management	2	0	0	20	10	30	-	-	-	-	-	70	100	2:0:0	2
BM546	Financial Management	2	0	0	20	10	30	-	-	-	-	-	70	100	2:0:0	2
BM547	Production and Operations Management	2	0	0	20	10	30	-	-	-	-	-	70	100	2:0:0	2
BM548	Management Information System	1	0	2	20	10	30	-	-	-	20	50	50	100	1:0:1	2
MT520	Operations Research	1	0	2	20	10	30	-	-	-	20	50	50	100	1:0:1	2
PGS502	Technical Writing and Communications Skills	0	0	2	0	0	0	-	25	25	75	100	-	100	0:0:1	1*
PGS505 (e-Course)	Agricultural Research, Research Ethics and Rural Development Programmes	1	0	0	20	10	30	-	-	-	-	-	70	100	1:0:0	1*
PGS506 (e-Course)	Disaster Management	1	0	0	20	10	30	-	-	-	-	-	70	100	1:0:0	1*
AG504	Summer Training/Industrial Attachment	-	-	-	-	-	-	-	-	-	-	-	-	-	-	Grade
	Total	15		06										1000		15+3*

*Non-Gratual Courses

MBA Agribusiness Management
SEMESTER-II
Syllabus: Communication for Management and Business
Paper Code: LN501
w.e.f. Session 2016-17

Credit
2 (2+0)

Objective

The course aims to make students proficient in written as well oral communication. The focus will be on business related communication.

Contents

UNIT I

Introduction to communication, Communication process, Barriers to Communication, Effective Communication, types of communication in organizations viz. Downward, Upward, Horizontal, Static Vs dynamic.

UNIT II

Non-Verbal Communication, Communication through clothes/ colours / space/ symbol, Body language and etiquettes, Interpersonal Communication, Self-concept and communication, Assertive Communication.

UNIT III

Types of business writing viz, Newsletters, Reports, Folders, Fact Sheets, Press release; Readership and writing style - human aspects of writing.

UNIT IV

Meetings - Planning for meeting, tips for chairing, opening, progress & ending, Behavior of ordinary members, the character of business meeting, Energies for meetings, Group discussions, brain storming sessions and presentations.

UNIT V

Handling personal communication - Letters, dictation, reading, problem-solving, listening skills, self-talk, self - reflection, steps to personal creativity, public speaking.

Suggested Readings

Bovee. 2008. *Business Communication Today*. 7th Ed. Pearson Edu.

Brown L. 2006. *Communication Facts and Ideas in Business*. Prentice Hall.

Lesikar. 2004. *Basic Business Communication*. McGraw Hill.

Ramchandran KK, Lakshmi KK & Karthik KK. 2007. *Business Communication*. Macmillan.

MBA Agribusiness Management
SEMESTER-II
Syllabus: Marketing Management
Paper Code: BM544
w.e.f. Session 2016-17

Credit
3 (3+0)

Objective

The objective of this course is to develop an understanding of the field of marketing. The focus will be on imparting knowledge of the basic concepts, tools, and functions of marketing.

Contents

UNIT I

The Concept of Marketing Management; Marketing Environment; Marketing Mix, Strategic Marketing, Market Segmentation, Targeting, and Positioning; Buyer Behavior, Marketing Information System, Marketing Organization and Control.

UNIT II

Marketing potential and forecasting, Classification of Products; Product Life Cycle; New Product Development; Product Line and Product Mix; Branding, Packaging and labeling.

UNIT III

Factors affecting prices; Pricing Policies and Strategies; Pricing Methods.

UNIT IV

Types of Distribution Channels; Functions of Channel Members; Channel Management Decisions.

UNIT V

Promotion Mix; Introduction to Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations. and Direct marketing, managing integrated marketing promotion, Customer Relationship Management.

Suggested Readings

Brassington 1997. *Marketing Management*. Pitman Publ. House.

Kotler P. 2002. *Marketing Management – Analysis, Planning, Implementation and Control*. Pearson Edu.

McCarthy 2003. *Marketing Management*. Tata McGraw-Hill.

Saxena R. 2002. *Marketing Management*. Mc Graw Hill.

Stanton WJ, Etzel MJ & Walker BJ. 1996. *Fundamentals of Marketing*. McGraw-Hill.

MBA Agribusiness Management
SEMESTER-II
Syllabus: Human Resource Management
Paper Code: BM545
w.e.f. Session 2016-17

Credit
2 (2+0)

Objective

The objective of this course is to expose the learner to the field of human resource management. The focus will be on human resource practices and their utility for managers.

Contents

UNIT I

Introduction to Human Resources Management; Human Resource Planning-Nature and Significance, Job Analysis, Job Description, job Specification, Job enlargement, Job enrichment, Job rotation, Job evaluation.

UNIT II

Recruitment and Selection Process, Induction, Training and Human Resource Development-Nature, Significance, Process and Techniques, Internal mobility including Transfers, Promotions, employee separation.

UNIT III

Performance Appraisal – Significance and methods, Compensation management, Wage and Salary Administration - Course Objective; Wage Fixation; Fringe Benefits, Incentive Payment, bonus, and Profit Sharing.

UNIT IV

Industrial Relations-Role and Status of Trade Unions; Collective Bargaining; Worker's Participation in Management, Career planning and employee retention.

UNIT V

Quality of work life, employee welfare measure, Disputes and grievance Handling Procedures; Arbitration and Adjudication; Health and Safety of Human Resources; Human Resources accounting, Human Resources outsourcing.

Suggested Readings

Ashwathapa K. 1997. *Human Resource Management*. Tata McGraw.
Flippo EB. 1984. *Personnel, Management*. McGraw-Hill.
Garry D. 2001. *Human Resource Management*. 7th Ed. Prentice-Hall of India.
Mamoria CB. 1996. *Personnel Management*. Himalaya Publ. House.
Subba Rao P. 2004. *Essentials of Human Resource Management and Industrial Relations*. Himalaya Publ. House.
Venkantavatnam CS & Srivastav BK. 1991. *Personnel Management and Human Resources*. Tata McGraw-Hill.

MBA Agribusiness Management
SEMESTER-II
Syllabus: Financial Management
Paper Code: BM546
w.e.f. Session 2016-17

Credit
2 (2+0)

Objective

The course aims to make students proficient in concepts and techniques of financial management. Focus will be on developing understanding of the application of Financial and investment decisions.

Contents

UNIT I

Introduction to Financial Management, Its meaning and functions, Interface of financial management with other functional areas of a business. Financial Statements and Analysis - Proforma Balance Sheet and Income Statements, ratio, time series, common size and Du-Pont analysis.

UNIT II

Capital Structure, Determinants of size and composition of Capital Structure, Capital Structure Theories; Long term financing and Cost of Capital.

UNIT III

Working Capital Management, Determinants of Size and Composition of Working Capital, Cash and receivables management, Working Capital Management Theories, Financing of Working Capital.

UNIT IV

Financial planning and Forecasting, Financial planning for mergers & acquisition, Capital Budgeting, Undiscounted and Discounted cash flow methods of Investment Appraisal; Hybrid finance and lease finance.

UNIT V

Business Financing System in India, Money and Capital Markets, Regional and All - India Financial Institutions; venture capital financing and its stages, micro-finance and International financial management.

Suggested Readings

- Chandra P. 2000. *Financial Management*. Tata McGraw Hill.
- Khan MY & Jain PK. 2004. *Financial Management: Text, Problems and Cases*. Tata McGraw Hill.
- Pandey IM. 1997. *Financial Management*. Vikas Publ.
- Ramachandran N & Kakani RK. 2005. *Financial Accounting for Management*. Tata McGraw Hill.
- Khan MY & Jain PK. 2004. *Financial Management: Text, Problems and Cases*. Tata McGraw Hill.
- Ramachandran N & Kakani RK. 2005. *Financial Accounting for Management*. Tata McGraw Hill.

MBA Agribusiness Management
SEMESTER-II
Syllabus: Production and Operations Management
Paper Code: BM547
w.e.f. Session 2016-17

2 (2+0)

Objective

The objective of this course is to expose the learner to the field of production and operations management. The focus will be on imparting knowledge of the basic concepts, tools, and functions of production management.

Contents

UNIT I

Nature and Scope of Production and Operations Management; Its relationship with Other Systems in the Organization; Factors Affecting System and Concept of Production and Operation Management; Facility location, Types of Manufacturing Systems and Layouts, Layout Planning and Analysis.

UNIT II

Productivity Variables and Productivity Measurement, Production Planning and Control, Mass Production, Batch Production, Job Order Manufacturing, Product Selection, Product Design and Development, Process Selection, Capacity planning.

UNIT III

Scheduling, Maintenance Management Concepts, Work Study, Method Study, Work Measurement, Work Sampling, Work Environment, Industrial Safety.

UNIT IV

An Overview of Material Management, Determination of Material Requirement, Purchase Management, Store Management, Logistics management, Material Planning and Inventory management, JIT, Safety Management .

UNIT V

Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, ISO standards and their Importance, Introduction to re-engineering, value engineering.

Suggested Readings

Adam & Ebert. 2006. *Production and Operations Management: Concepts, Models and Behaviour*. 5th Ed. Prentice Hall of India
Buffa ES. 2008. *Modern Production/Operations Management*. Wiley India.
Stevenson WJ. 2005. *Operations Management*. Tata McGraw Hill.

MBA Agribusiness Management
SEMESTER-II
Syllabus: Management Information System
Paper Code: BM548
w.e.f. Session 2016-17

2 (1+1)

Objective

The objective of this course is to develop an understanding and utility of MIS. The focus will be on imparting knowledge of the basic concepts, development, functions and usage of MIS.

Contents

UNIT I

The concept of MIS – Definition, importance, Course Objective, pre-requisites, advantages and challenges; Information Needs of organization, MIS and Decision – Making.

UNIT II

Types/Classification of Information System for organizations - Office Automation Systems, Transaction Processing Systems, Decision Support System, Executive Support System, Knowledge Based Expert System.

UNIT III

Applications of MIS in the areas of Human Resource Management, Financial Management, Production/Operations Management, Materials Management, Marketing Management.

UNIT IV

Development of MIS for an organization – The concept and stages of System Development Life Cycle.

UNIT V

Information Technology– concept, applications, advantages and pre-requisites, Choice of Information Technology, Social and Legal Dimension of IT.

Suggested Readings

James O'Brien 1999. *Management Information System*. Tata McGraw-Hill.
Lauden & Laudén. 2003. *Management Information System*. Pearson Edu.

MBA Agribusiness Management
SEMESTER-II
Syllabus: Operations Research
Paper Code: MT520
w.e.f. Session 2018-19

2 (1+1)

Objective

The objective of this course is to acquaint the learner with the applications of some important Operations Research techniques. Focus will be on understanding the use of these techniques in solving business problems.

Contents

UNIT I

Linear Programming: Objective, Assumptions, Formulation of Linear Programming Problem, Graphic Method, Simplex method, Transportation and Assignment Problems.

UNIT II

Inventory control Models: Costs Involved in Inventory Management, Types of Inventory, Economic Order Quantity (EOQ) Model, Continuous Review (Q) System, Periodic Review (P) System.

UNIT III

Waiting Line Models: Waiting Line Problem, Characteristics of a Waiting- Line System, Single-Channel Model, Multiple-Channel Model (concepts only), Single-Channel queuing Models (M/M/1:∞/FCFS and M/M/1:C/FCFS both).

UNIT IV

Decision making under Risk and uncertainties, Decision problem, Maximax Criterion, Maximin Criterion, Minimax Regret Criterion, Laplace Criterion, Pay off Tables, Decision Trees, Expected Value of perfect Information.

UNIT V

Game Theory - Two -Person Zero-Sum Game, Network analysis – PERT & CPM.

Suggested Readings

Cook TM & Russell RA. 1989. *Introduction to Management Science*. Prentice Hall.

Taha HA. 2005. *Operations Research - An Introduction*. Prentice Hall.

Vohra ND. 2006. *Quantitative Techniques in Management*. McGraw Hill.

Wagner HM. 2005. *Principles of Operation Research*. Prentice Hall.

MBA Agribusiness Management
SEMESTER-II
Syllabus: Technical Writing and Communications Skills
Paper Code: PGS502
w.e.f. Session 2018-19

1(0+1)

Practical

Technical Writing - Various forms of scientific writings- theses, technical papers, reviews, manuals, etc; Various parts of thesis and research communications (title page, authorship contents page, preface, introduction, review of literature, material and methods, experimental results and discussion); Writing of abstracts, summaries, précis, citations etc.; commonly used abbreviations in the theses and research communications; illustrations, photographs and drawings with suitable captions; pagination, numbering of tables and illustrations; Writing of numbers and dates in scientific write-ups; Editing and proof-reading; Writing of a review article.

Communication Skills - Grammar (Tenses, parts of speech, clauses, punctuation marks); Error analysis (Common errors); Concord; Collocation; Phonetic symbols and transcription; Accentual pattern: Weak forms in connected speech: Participation in group discussion: Facing an interview; presentation of scientific papers.

Suggested Readings

Chicago Manual of Style. 14th Ed. 1996. Prentice Hall of India.

Collins' Cobuild English Dictionary. 1995. Harper Collins.

Gordon HM & Walter JA. 1970. Technical Writing. 3rd Ed. Holt, Rinehart & Winston.

Hornby AS. 2000. Comp. Oxford Advanced Learner's Dictionary of Current English. 6th Ed. Oxford University Press.

James HS. 1994. Handbook for Technical Writing. NTC Business Books.

Joseph G. 2000. MLA Handbook for Writers of Research Papers. 5th Ed. Affiliated East-West Press.

Mohan K. 2005. Speaking English Effectively. MacMillan India.

Richard WS. 1969. Technical Writing. Barnes & Noble.

Robert C. (Ed.). 2005. Spoken English: Flourish Your Language. Abhishek.

Sethi J & Dhamija PV. 2004. Course in Phonetics and Spoken English. 2nd Ed. Prentice Hall of India.

Wren PC & Martin H. 2006. High School English Grammar and Composition. S. Chand & Co.

MBA Agribusiness Management

SEMESTER-II

Syllabus: Agricultural Research, Research Ethics and Rural Development Programmes (e-Course)

Paper Code: PGS505

w.e.f. Session 2018-19

1(1+0)

UNIT I

History of agriculture in brief; Global agricultural research system: need, scope, opportunities; Role in promoting food security, reducing poverty and protecting the environment; National Agricultural Research Systems (NARS) and Regional Agricultural Research Institutions; Consultative Group on International Agricultural Research (CGIAR): International Agricultural Research Centers (IARC), partnership with NARS, role as a partner in the global agricultural research system, strengthening capacities at national and regional levels; International fellowships for scientific mobility.

UNIT II

Research ethics: research integrity, research safety in laboratories, welfare of animals used in research, computer ethics, standards and problems in research ethics.

UNIT III

Concept and connotations of rural development, rural development policies and strategies. Rural development programmes: Community Development Programme, Intensive Agricultural District Programme, Special group – Area Specific Programme, Integrated Rural Development Programme (IRDP) Panchayati Raj Institutions, Co-operatives, Voluntary Agencies/Non-Governmental Organizations. Critical evaluation of rural development policies and programmes. Constraints in implementation of rural policies and programmes.

Suggested Readings:

Bhalla GS & Singh G. 2001. Indian Agriculture - Four Decades of Development. Sage Publ.

Punia MS. Manual on International Research and Research Ethics. CCS, Haryana Agricultural University, Hisar.

Rao BSV. 2007. Rural Development Strategies and Role of Institutions - Issues, Innovations and Initiatives. Mittal Publ.

Singh K. 1998. Rural Development - Principles, Policies and Management. Sage Publ.

MBA Agribusiness Management
SEMESTER-II
Syllabus: Disaster Management (e-Course)
Paper Code: PGS506
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:

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