

AGRIBUSINESS MANAGEMENT

Unit – I

Agribusiness Management – Indian Agricultural Economy, Principles of Management, Functions of Management. Introduction to Agribusiness, Agribusiness Management, Agribusiness – importance for developing countries, Agribusiness Management – Nature, definition, scope and functions. Agribusiness input and output services, agricultural credit and foreign trade, Planning and organizing Business – Importance of small agribusiness. Entrepreneurship in agribusiness, Role of Marketing Institutions in Agribusiness. Contract farming

Unit – II

Agricultural Marketing – Definition of market and agricultural marketing, Royal Commission on Agriculture and various committee reports, classification of markets. Markets and market structure. Marketing functions and services, marketing development and planning, Agricultural Marketing Organizations, Co-operative Management, Co-operative Marketing, Cooperative Institutions. Grading and Standardization, Bureau of Indian Standards (BIS). **Marketing of Agricultural Inputs** – Fertilizer, seeds, pesticides, Agricultural Machinery, Production, consumption, pricing, Marketing and Subsidies, State intervention and Policy. **Business Legislation** – Essential Commodities Act, Food Adulteration Act, Food safety and standards, consumer protection Act.

Unit – III

Marketing Management- Introduction to Marketing Management, Market Segmentation and Targeting, Marketing Mix, Marketing Information Systems. **Retail Management-** Retail Marketing – Economic significance of retailing – trends in the retailing industry. Revolution in retailing – Retail formats, Multi Brand and Signal Brand retailing, Food Retailing, FDI in Retailing. **Advertising Management** - Advertising and Marketing Communication. Media strategy and planning, Creating effective advertising, Advertising testing, Corporate Communication, Public relations in Advertising. **Supply Chain Management-** Introduction to Supply Chain, evolution of supply chain, franchising role of MNC's. Information Technology and Supply Chain. Customer Services, logistics, Franchise, Super Markets, Hypermarkets.

Unit – IV

Commodity Marketing and Futures trading- Overview of commodity marketing system. Production pattern, regional variation in trends, marketing channels, marketing problems such as storage, transport, grading, processing and packaging, marketing costs and margins, price spread and pricing of agricultural products, Commodity Boards and Market intervention.

Commodity Markets, Physical Markets/Spot Market, Forward Contract, Futures Contract, Commodity Futures, Trading activities on Futures Market, Functions of Stock Exchange. Options in future trade strategies (Derivates Trade), FMC. Functions of National Commodity Exchanges - MCX, NCDEX, NMCX, NSE, BSE, process of trading and contracts.

Unit – V

I T in Agribusiness - Information Technology, Information concept and processing, Information Technology tools, Advantages of IT in agribusiness, Impact of IT on Agribusiness sector in India, Problems in using IT, Strategies for application of IT in agribusiness. IT for agricultural production and marketing, Agricultural Implications of IT. IT and Computers, E- Commerce.

Unit VI

Research Methods and QT for Agribusiness - Meaning and Significance of Research in Management, Sampling Techniques, Processing of Research Data and their Analysis and Interpretation. Uses and Limitations of the measures of Central Tendency. Correlation and Regression Analysis, Analysis of Time Series: Time series analysis and forecasting techniques. Testing of statistical hypothesis, tests of significance – Z Test, T Test, Chi-Square and F tests.

Introduction to Applied Multivariate analysis, Principle Component Analysis and Cluster analysis. Conjoint Analysis. Introduction to some basic quantitative methods packages used in agribusiness research, SPSS and Application of Statistics in Business.

Unit – VII

Human Resource Management in Agribusiness - the cultural dilemma's in Indian organizations, human resources planning, development (selection, placements, promotions). Employee development and training, legal issues compensation system, industrial relation managing change in changing organizations, Talent Management and retention, Job design, job analysis and evaluation.

Unit - VIII

Agribusiness Entrepreneurship and Project Management - Key Concepts in entrepreneurship. The entrepreneur in economic theory – Types of entrepreneur and the entrepreneurial process. Innovation and exploitation of opportunity, Innovation and entrepreneurship- Modules of innovation. Business planning process Institutions supporting entrepreneurs. Family Business. Successful Agri-business enterprises, Case Studies.

Project Management -Project planning & Appraisal – steps in planning - project cycle, project appraisal techniques - market analysis, techno economic survey - financial analysis, network analysis, priority setting methods. Prerequisites for successful implementation of projects. Project cost and benefits.

Unit – IX

Rural Marketing - Understanding rural market environment. Rural-urban divide. Rural marketing challenges and opportunities. Structure and relationships of formal and informal markets. Periodic markets, Rural markets in Karnataka. The concepts of PURA and its relevance. The future of rural markets. Role of market centers in development. Factors influencing rural consumer behavior, growing consumerism, segmentation, Targeting, positioning. Strategies for Indian rural marketing, Role of media in Rural Marketing.

Unit – X

Managerial Communication - Nature of Managerial Communication, the communication process. Effective communication and barriers to communication, business communication, introduction to communication skills; writing, reading, logic and analysis and listening. Communication for Problem Solving. Business Writing