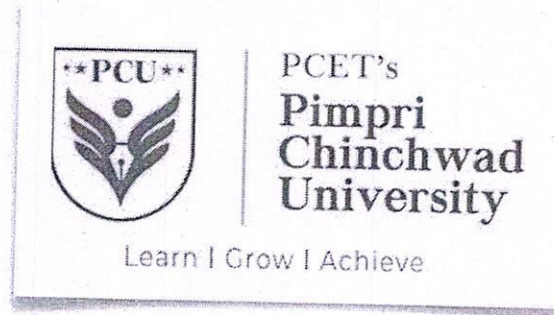


F.Y MBA Agri

Pimpri Chinchwad Education Trust's

Pimpri Chinchwad University

Sate, Pune - 412106



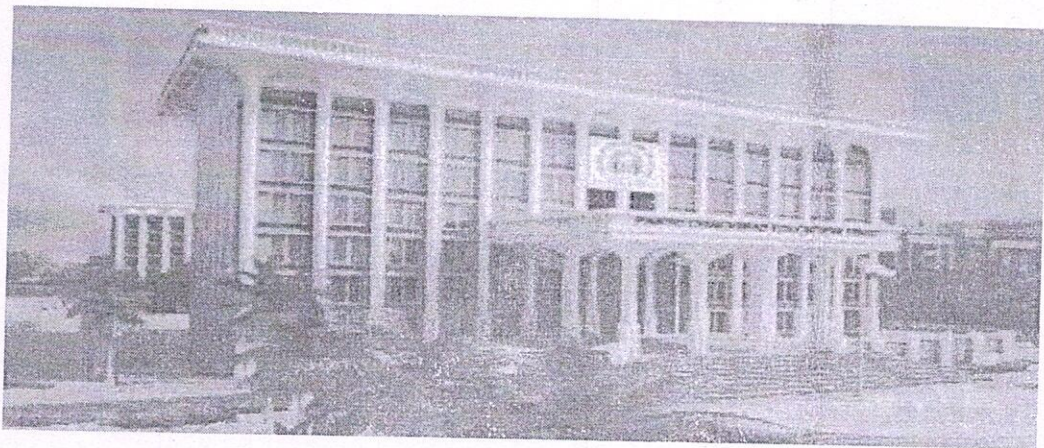
Curriculum Structure

Master of Business Administration (MBA)

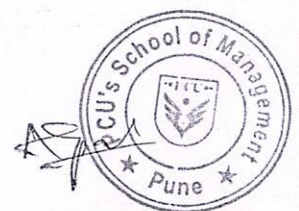
(Agribusiness Management)

(Pattern 2026)

School of Management



Effective from Academic Year 2026-27



Program Structure

Preamble:

The Agribusiness Management (ABM) program focuses on system-wide business and managerial functions performed by organizations throughout the agribusiness sector. Agri business management is the use of business fundamentals, theories and principles to improve the agricultural industry and farm production. Agricultural business management, also called agribusiness management, applies business theories and practices to the agricultural industry to make it cost effective, enhance profits and ensure that farm products are grown and distributed efficiently.

The business world has changed significantly in the past few decades. The pace at which technology has evolved is unheard and unseen. The fourth industrial revolution is bringing advanced robotics and autonomous transport, artificial intelligence (AI) and machine learning, advanced materials and biotechnology. For instance, AI will almost certainly automate some jobs, particularly those that rely on assembly lines or data collection. The mobile internet and cloud technology are already impacting the business world to a larger extent. What is certain is that the future managers will need to align their skillset to keep pace in this VUCA world. It is therefore imperative for management education to meet the challenges of rapid changing times and technologies.

In this fast disruptive digital economy and VUCA world, high-quality management education is essential for India. Use of technology is one of the powerful ways to enhance the students' ability to meet the ever-changing requirements of the corporate world and society. MBA students be equipped to work across time zones, languages, and cultures. Employability, innovation, theory to practice connectedness are the central focus of MBA curriculum design and development. The core curriculum is designed to give students an in-depth mastery of the academic disciplines and applied functional areas necessary to every non-business and business leader's success.

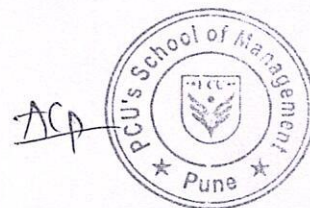
Vision and Mission of Programme:

Vision

Nurture Leaders and Responsible Corporate Citizens for an era of Digital Business and Transformations.

Mission

- M1: Evolve the curriculum in tune with emerging technology trends and industry needs.
- M2: Develop skills and competencies in the business domains and leading-edge technology.
- M3: Nurture agile leader with ability to drive change, innovation, and transformation.
- M4: To make the students pleasantly employable.



Program Educational Objectives (PEOs):

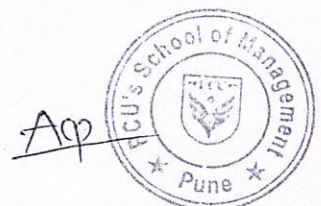
Post-Graduates from the MBA program are expected to attain or achieve the following.

Program Educational Objectives:

- PEO1: Wider comprehending of technical concepts, technology platforms and solutions.
- PEO2: Exhibit good business functional knowledge and skills.
- PEO3: Inculcate key attributes of visualization of technology, innovation, critical and integrative thinking enable to solve business problems.
- PEO4: Inculcate attributes of human values, ethics, and sustainability.
- PEO5: Contribute actively to technology and end-user industry or in general management roles in techno rich environments.
- PEO6: Demonstrate intra/entrepreneurial spirit required for driving change and transformation in the business world.

Program Outcomes (POs)

- **PO1: Leadership:** Students will proactively demonstrate the ability to take initiative. They will be able to generate agreement, fairly and objectively, by working through different, even conflicting, points of view. They will be result oriented and have the ability to take calculated risks.
- **PO2: Innovation:** Students will demonstrate the ability to visualize innovative solutions and gather user needs holistically.
- **PO3: Critical & Analytical Thinking:** Students will be able to analyse a situation to its root cause, using tangible and intangible information.
- **PO4: Communication:** Students will be able to make a good personal impact, and articulate good written and spoken skills.
- **PO5: Global Perspective:** Students will be aware of contemporary globally accepted practices, tools, and techniques. They will demonstrate ability to view problems and solutions from a global perspective – organizational, locational, and cultural.
- **PO6: Role of Self in the organization & in the society:** Students will demonstrate clarity on their personal goals, while being aware of the social context. They will be sensitive to ethical issues and believe in working out solutions based on sustainability principles.

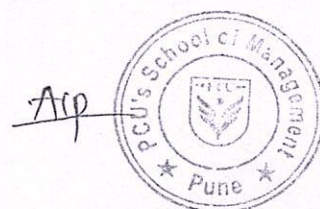


- **PO7: Techno-Proponent (PO):** Apply the knowledge and passion for technology to solve business problems in an effective manner. Demonstrate and apply appropriate cross functional management, statistical and technological tools to analyse business situations, sense opportunities and suggest innovation solutions. Evangelize technology and drive transformational changes in order to achieve business value. Support, Develop and Empathize with all stakeholders and uphold professional ethics in all settings, and drive transformational changes in order to achieve business value. Support, Develop and Empathise with all stakeholders and uphold professional ethics in all settings.
- **PO8: Entrepreneurial Mindset:** Graduates will exhibit an entrepreneurial mindset, demonstrating creativity, innovation, and an ability to identify and pursue business opportunities.
- **PO9: Business Acumen:** Graduates will possess a comprehensive comprehending of various business functions, including finance, marketing, operations, and human resources, and will be able to apply this knowledge to solve real-world business problems.
- **PO10: Decision-Making:** Students will demonstrate a comprehending of ethical considerations in business and possess the ability to make informed and responsible decisions that align with ethical principles and social responsibility.

Program Specific Outcomes (PSO)

PSO1: Apply agriculture technical and managerial skills to make ethical and socially responsible decisions to deal with complex business scenarios and achieve organizational success in Agri Business Sector.

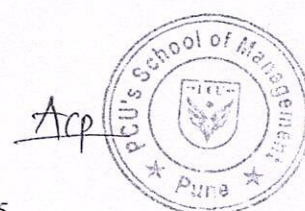
PSO2: Develop strong leadership skills, to inspire and guide teams towards achieving Agri business objectives with global mind-set, to understand the impact of globalization and cultural diversity on agriculture business operations.





Curriculum Framework for MBA

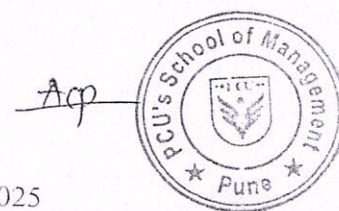
Sr. No.	Type of course	Abbreviation s
1.	Program Core	PC
2.	General Elective	GE
3.	Skill Enhancement Course	SEC
4.	Value Added Course	VAC
5.	Indian Knowledge System	IKS
6.	Foreign Language	FL
7.	Ability Enhancement Courses	AEC



MBA ABM Program credit Structure

Semester/ Category	I	II	Total (PG Diploma)required 40	III	IV	Total (MBA degree)required 80
Program Core	Max:12 Min:09	Max:12 Min:09	Max:24 Min:18	Max:00 Min:03	Max:00 Min:03	Max:24 Min:24
PC MOOCS	Max:03 Min:00	Max:03 Min:00	Max:06 Min:00	Max:03 Min:00	Max:03 Min:00	Max:12 Min:00
DSE	0	0	0	Max:09 Min:09	Max:09 Min:09	Max:18 Min:18
ASE	Max:02 Min:02	Max:02 Min:02	Max:04 Min:04	0	0	Max:04 Min:04
SEC	Max:02 Min:02	Max:02 Min:02	Max:04 Min:04	Max:02 Min:02	Max:02 Min:02	Max:08 Min:08
VAC+IKS+Foreign Language	Max:04 Min:04 (2+1+1)	Max:04 Min:04 (2+1+1)	08Min- 08Max	Max:03 Min:03 (2+1)	Max:03 Min:03 (2+1)	Max:14 Min:14
GE	Max:03 Min:03	Max:03 Min:03	Max:06 Min:06	Max:03 Min:03	Max:03 Min:03	Max:12 Min:12
Summer Internship	0	0	0	Max:04 Min:04	0	Max:04 Min:04
Research Project/Dissertation	0	0	0	0	Max:04 Min:04	Max:04 Min:04
Total	23Min- 23Max	23Min- 23Max	46Min- 46Max	24Min- 24Max	24Min- 24Max	94Min- 94Max

- Student can complete 3 credits from core either offline or from the MOOCS (Swayam/ NPTEL/ PCU approved platform)
- VAC, SEC & Multidisciplinary subjects can be chosen from the basket given from the basket
-





MBA Curriculum Structure

School of Management

Program Structure of MBA Agri Business Management 2026-28

WEF: A.Y. 2026-27 (Pattern 2026)

Semester I

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Cr-Min	Cr-Max	C A	ESE
1	PMA101	Principles and Practices of Management & OB	PC	3	0	0	3	3	40	60
	PMA102	Introduction to Agri Business Management	PC	3	0	0	3	3	40	60
	PMA103	Agri Business E-Commerce	PC	3	0	0	3	3	40	60
	PMA104	Research Methodology	PC	3	0	0	3	0	40	60
	PMA	Program Core(MOOCs)	Research Methodology	3	0	0	0	3	40	60
2	GEI	General elective I	Choose from GE Basket	3	0	0	3	3	40	60
3	SEC1	Skill Enhancement Course – I	Choose from SEC Basket	2	0	0	2	2	20	30
4	AECI	Ability Enhancement Course-I	Aptitude and Logical Reasoning	2	0	0	2	2	20	30
5	VAC1	Value Added Course – I	Choose from VAC basket	2	0	0	2	2	20	30
	VAC	IKS	Choose from IKS basket	2	0	0	1	1	10	20
	VAC	Foreign Language	Choose from Basket	0	0	1	1	1	10	20
		Total					23			

SEC Basket for Semester I

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	C A	ES E
1	SEC A	HR for Rural & Sales Force Management	SEC	2	0	0	2	20	30
2	SEC B	Applied Agri Operations and Supply Chain Management	SEC	2	0	0	2	20	30





VAC Basket for Semester I

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	VAC A	Universal Human Values and Professional Ethics	VAC	2	0	0	2	20	30
2	VAC B	Legal Aspects of Business	VAC	2	0	0	2	20	30

IKS Basket for Semester I

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	IKS A	Constitution of India	IKS	1	0	0	1	10	20
2	IKS B	Exploring Indian Knowledge Systems: A Comprehensive Resource	IKS	1	0	0	1	10	20

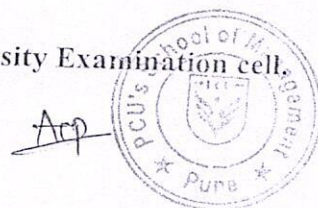
General Elective Basket for Semester I

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	GE A	Basics of Accounting	General elective	3	0	0	3	40	60
2	GE B	Managerial Economics	General elective	3	0	0	3	40	60

Foreign Language Basket for Semester I

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	FL A	German – I	Foreign Language	1	0	0	1	10	20
2	FL B	Japanese – I	Foreign Language	1	0	0	1	10	20
3	FL C	Korean - I	Foreign Language	1	0	0	1	10	20

*Course Codes to be finalised in consultation with ERP coordinator and University Examination cell.





School of Management

Program Structure of MBA Agri Business Management 2026-28

WEF: A.Y. 2026-27 (Pattern 2026)

Semester II

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Cr-Min	Cr-Max	C A	ES E
1	PC	Program Core	Basics of Finance	3	0	0	3	3	40	60
	PC	Program Core	Management of Allied Agro Industries	3	0	0	3	3	40	60
	PC	Program Core	Management of Agriculture Input Marketing	3	0	0	3	3	40	60
	PC	Program Core	Entrepreneurship Development	3	0	0	3	0	40	60
	PC	Program Core(MOOCs)	Entrepreneurship Development	3	0	0	0	3	40	60
2	GE I	General elective II	Choose from GE Basket	3	0	0	3	3	40	60
3	SEC1	Skill Enhancement Course – II	Choose from SEC Basket	2	0	0	2	2	20	30
4	AECII	Ability Enhancement Course-II	Aptitude and Logical Reasoning	2	0	0	2	2	20	30
5	VAC1	Value Added Course – II	Choose from VAC basket	2	0	0	2	2	20	30
	VAC	IKS	Choose from IKS basket	1	0	0	1	1	10	20
	VAC	Foreign Language	Choose from Basket	0	0	1	1	1	10	20
		Total					23			

SEC Basket for Semester II

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	C A	ES E
1	SEC B	HR for Rural & Sales Force Management	SEC	2	0	0	2	20	30
2	SEC A	Applied Agri Operations and Supply Chain Management	SEC	2	0	0	2	20	30



VAC Basket for Semester II

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	VAC B	Universal Human Values and Professional Ethics	VAC	2	0	0	2	20	30
2	VAC A	Legal Aspects of Business	VAC	2	0	0	2	20	30

IKS Basket for Semester II

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	IKS B	Constitution of India	IKS	1	0	0	1	10	20
2	IKS A	Exploring Indian Knowledge Systems: A Comprehensive Resource	IKS	1	0	0	1	10	20

General Elective Basket for Semester II

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	GEB	General elective	Managerial Economics	3	0	0	3	40	60
2	GEA	General elective	Basics of Accounting	3	0	0	3	40	60

Foreign Language Basket for Semester II

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	FL A	German – II	Foreign Language	1	0	0	1	10	20
2	FL B	Japanese – II	Foreign Language	1	0	0	1	10	20
3	FL C	Korean - II	Foreign Language	1	0	0	1	10	20



Exit Policy:

EXIT – PG Diploma Certificate after 1 Year: Students earned at least 46credits + 4 credits OJT/Internship in major subject in summer term (8 weeks): Re-entry within 5 years

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	VOC	Summer Training project report	VOC	0	0	2	4	50	100

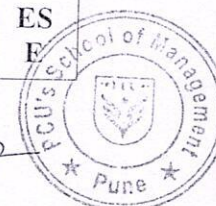




School of Management										
Program Structure of MBA Agri Business Management 2026-28										
WEF: A.Y. 2026-27 (Pattern 2026)										
Semester III										
Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Cr-Min	Cr-Max	C A	ES E
1	PC	Program Core	Strategic Management	3	0	0	3	3	40	60
	PC	Program Core (MOOCS)	Consumer Behaviour	3	0	0	3	3	40	60
	PC	Discipline Specific Elective	Rural & Agricultural Marketing	3	0	0	3	3	40	60
	PC	Discipline Specific Elective	Agri logistic & supply chain management	3	0	0	3	0	40	60
	PC	Discipline Specific Elective	Food Technology & Processing Management	3	0	0	0	3	40	60
2	GE I	General elective III	Choose from GE Basket	3	0	0	3	3	40	60
3	SEC1	Skill Enhancement Course – III	Choose from SEC Basket	2	0	0	2	2	20	30
4	VAC1	Summer Internship project	SIP -Summer Internship Program	2	0	0	4	4	50	100
	VAC	Value Added Course – III	Choose from VAC Basket	1	0	0	2	2	20	30
	VAC	Foreign Language	Choose from Basket	0	0	1	1	1	10	20
		Total					24			

General Elective Basket for Semester III

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credit s	C A	ES E
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1	GEA	General elective	Marketing Communication	3	0	0	3	40	60
2	GEB	General elective	Macro Economics	3	0	0	3	40	60

SEC Basket for Semester III

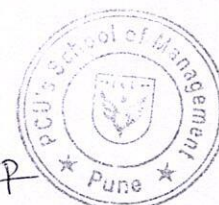
Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ES
1	SEC A	AI Tools for Business	SEC	2	0	0	2	20	30
2	SEC B	Digital tools for ABM	SEC	2	0	0	2	20	30

Foreign Language Basket for Semester III

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ES
1	FL A	German – I	Foreign Language	0	0	1	1	10	20
2	FL B	Japanese – I	Foreign Language	0	0	1	1	10	20
3	FL C	Korean – I	Foreign Language	0	0	1	1	10	20

VAC Basket for Semester III

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ES
1	VAC A	Sustainable agriculture & food system	VAC	2	0	0	2	20	30
2	VAC B	Climate change awareness for Managers	VAC	2	0	0	2	20	30





School of Management

Program Structure of MBA Agri Business Management 2026-28

WEF: A.Y. 2026-27 (Pattern 2026)

Semester IV

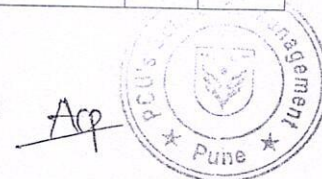
Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Cr-Min	Cr-Max	C A	ES E
1	PC	Program Core	Corporate Governance & Business Ethics	3	0	0	3	3	40	60
	PC	Program Core (MOOCS)*	International Business Management	3	0	0	3	3	40	60
	PC	Discipline Specific Elective	Agri Import & Export Management	3	0	0	3	3	40	60
	PC	Discipline Specific Elective	Post Harvest Management	3	0	0	3	0	40	60
	PC	Discipline Specific Elective	Current trends in agribusiness Management	3	0	0	0	3	40	60
2	GE I	General elective IV	Choose from GE Basket	3	0	0	3	3	40	60
3	SEC1	Skill Enhancement Course – IV	Choose from SEC Basket	2	0	0	2	2	20	30
4	VAC1	Dissertation	Research Project	2	0	0	4	4	20	30
	VAC	Value Added Course – IV	Choose from IKS basket	1	0	0	2	2	10	20
	VAC	Foreign Language	Choose from Basket	0	0	1	1	1	10	20
		Total					24			

SEC Basket for Semester IV

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	C A	ES E
1	SEC B	Negotiation Skills & Processes in Agri Industry	SEC	2	0	0	2	20	30
2	SEC A	Managing IPR in Agriculture	SEC	2	0	0	2	20	30

General Elective Basket for Semester IV

PCET's PCU/School of Management/MBA Agri. Management/2025





Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ES
1	GEA	General elective	Marketing Communication	3	0	0	3	40	60
2	GEB	General elective	Macro Economics	3	0	0	3	40	60

SEC Basket for Semester IV

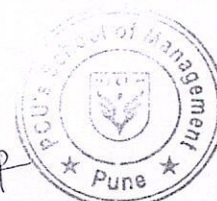
Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ES
1	SEC A	AI Tools for Business	SEC	2	0	0	2	20	30
2	SEC B	Digital tools for ABM	SEC	2	0	0	2	20	30

Foreign Language Basket for Semester IV

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ES
1	FL A	German – I	Foreign Language	0	0	1	1	10	20
2	FL B	Japanese – I	Foreign Language	0	0	1	1	10	20
3	FL C	Korean – I	Foreign Language	0	0	1	1	10	20

VAC Basket for Semester IV

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ES
1	VAC A	Sustainable agriculture & food system	VAC	2	0	0	2	20	30
2	VAC B	Climate change awareness for Managers	VAC	2	0	0	2	20	30



SEMESTER I

Ap



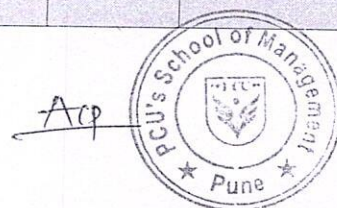
PC I COURSE CURRICULUM

Principles and Practices of Management & Organizational Behavior

Name of the Program:		MBA				Semester: I		Level: PG	
Course Name		Principles and Practices of Management & Organizational Behavior				Course Code/ Course Type		PC	
Course Pattern		2026		Version		1.0			
Teaching Scheme					Assessment Scheme				
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)		Practical/Oral	
3	-	-	3	3	40	60		-	
Pre-Requisit		Bachelor's Degree							
Course Objectives (CO):			The objectives of PPOM & OB course are: 1. Recall the basic concepts and principles of management. 2. Recognize the ability to apply the multifunctional approach to organizational objectives. 3. Apply professional mastery; managers, both present and prospective, are required to be fully equipped with principles of management and how these principles can be put into practice in an organization. 4. Evaluate and have better control over resources for effective management. 5. Design and create an evaluation system where principles of management will enhance decision-making abilities and sharpen tools for the purpose.						
Course Learning Outcomes (CLO):			Students would be able to: 1. Identify cases as real time experience in the field of Management and Organizational Behavior. 2. Explain conceptual knowledge of management, various functions of Management and theories in OB. 3. Comprehend and apply management and behavioral models to relate attitude, perception and personality. 4. Analyze the recent trends in Management and models in organizational behavior for better control. 5. Decide/evaluate ongoing business situations through the application of the management principles.						

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction: Meaning, Objectives, Differences between Administration and Management, Levels of Management, Kinds of Managers, Managerial roles, History of Management, Recent trends in Management	CLO 1	9
UNIT II		



Planning: Importance, Process, Benefits of Planning, Types of Plans, Planning tools and techniques; Organising: Meaning, Types of Organisation structures, Traditional structures, Directions in organisation structures; Leading: Meaning, Nature, Traits and Behaviour, Contingency approaches to Leadership, Transformational leadership; Controlling: Meaning, Importance, Steps in the control process, Types of Control	CLO 2	9
UNIT III		
Organisational Behaviour: Introduction, Meaning, History of Organisational Behaviour, Organisational effectiveness, Organisational learning process, Stakeholders, Contemporary challenges for Organisations	CLO 3	9
UNIT IV		
Behavioural Dynamics: MARS Model of individual behaviour and performance, Types of Individual behaviour, Personality in Organization, Values in the workplace, Types of values; Perception: Meaning, Model of Perceptual process. Emotions in workplace, Types of emotions, Circumplex Model of Emotion, Attitudes and Behaviour, Work-related stress and its management; Motivation: Meaning, Maslow's Hierarchy of Needs, Four Drive Theory of Motivation	CLO 4	9
UNIT V		
Teams & Culture: Teams: Advantages of Teams, Model of Team Effectiveness, Stages of Team Development, Power, Meaning, Sources, and Contingencies of Power, Consequences of Power; Culture: Meaning, Elements of Organizational Culture, Importance of Organisational Culture. Organisational Change, Meaning, Resistance to change, Approaches to Organisational Culture, Action Research Approach, Appreciative Inquiry Approach, Large Group Intervention Approach, Parallel Learning Structure Approach, and Ethical issues of Organisational Behaviour	CLO 5	9
Total Hours		45

Textbooks:

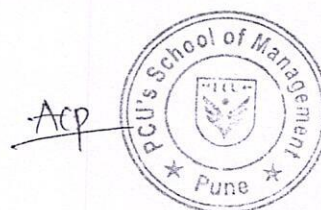
1. Organizational Behavior, Steven L. McShane & Mary Ann Von Glinow, 6/e, McGraw Hill Education, 2015
2. Essentials of Management, Koontz, McGraw Hill, 8/e, 2014
3. Management, John R. Schermerhorn, Jr., 8/e, Wiley India, 2010. 01.02.2023 12.01.2023

Reference Books:

1. Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). Principles & Practices of Management (11th edition). New Delhi: Kalyani Publishers
2. Williams. Management, (International edition) South-western Cengage Learning.
3. L M Prasad, (2007). Principles and Practices of Management, Himalaya Publishing House

Online Resources/E-Learning Resources:

1. Principles of Management (<https://www.coursera.org/learn/principlesofmanagement>)
2. Certification in Principles and Practices of Management (<https://www.udemy.com/course/certification-in-principles-and-practices-of-management/?couponCode=ST8MT40924>)
3. Principles of Management (<https://open.lib.umn.edu/principlesmanagement/>)

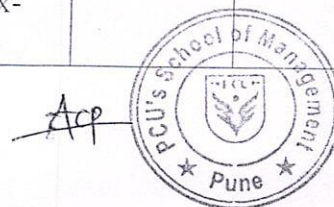


PC2 COURSE CURRICULUM

Name of the Program:		MBA		Semester : I		Level: PG	
Course Name		Introduction to Agri Business Management		Course Code/ Course Type		PC	
Course Pattern		2026		Version		1.0	
Teaching Scheme				Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA (End Semester Assessment)	Practical/Oral
3	-	-	3	3	40	60	-
Pre-Requisite: Agriculture graduation							
Course Objectives (CO):				The objectives of Introduction to Agri Business Management are: 1. To comprehend farm business administration and business planning skills 2. To recognize required skill to deal with the many factors facing agribusiness 3. To apply modern practices used in agribusiness today. 4. To analyze various factors affecting Agri business sector 5. To evaluate various alternatives for starting Agri Business in Agriculture allied industries.			
Course Learning Outcomes (CLO):				Students would be able 1. Comprehend basic concept of Agri Business Management 2. Know the different kinds of Agri Business Industries 3. Discuss various types of Agro based Industries 4. Analyze emerging trends in Agri business sector. 5. Evaluate the role of information technology in Agri business sector.			

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I		
Agri Business: Agribusiness meaning, definition, structure and importance of agribusiness, Agricultural Economics –Definition, its share in GDP, consumption and wants, Importance and scope of agriculture in Indian Economy, Types of Agro Industries and its classification, Distinctive features of Agribusiness management: Distinctive features of Agri business management Vs General industry	CLO 1	9
UNIT II		
Agro based industries: Importance and Role of Agro industries in economic Development of India, Types of agro-based industries and Agri Export Zones, Need of institutional arrangement for the promotion of agro-	CLO 2	9



based industries, Procedure to be followed to set up agro-based industries, Constraints in establishing agro-based industries, Micro, small and medium enterprises (MSMEs).		
UNIT III		
Emerging Trends in Agribusiness Management: Agro Tourism, Organic Farming, Contract Farming, Herbal Farming, Post-Harvest management and value addition, NGOs in agriculture and rural development, Biotechnology research and commercialization, Rural and agri -foods retailing, Agriculture supply chain management, PPP (Public Private Partnership) Precision Farming.	CLO3	9
UNIT IV		
Factors of Production: Production Characteristics of Agriculture and Industry, Production relationship and cost concepts, GAP (Good Agricultural Practices)	CLO4	9
UNIT V		
Information Technology in Agribusiness: Meaning, Role and importance in Agribusiness and Agriculture, Information Technology for Agricultural Marketing, Online Market information and online market status (e-trading), Websites on Agriculture marketing and export, Role of private companies in online marketing (E Choupal and HUL Shakti).	CLO5	9
Total		45

Learning resources

Textbooks:

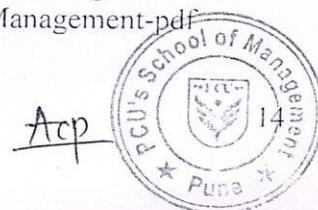
1. "Agri Business Management Problems and Prospects" By Prof. R K Dixit and Dr Himanshu, Ritu Publications, Jaipur
2. "Agri Business Management", Dr K P Sinha, A K Publications
3. "Introduction to Agricultural Economics and Agri Business Management", by J M Talathi, V G Naik & V N Jalgaonkar, Ane Books India
4. "Agri Business Management", Dr. J S Amarnath and Dr. A P V Samvel, Salish Serial Publishing House
5. "Indian Agriculture and Agri Business Management", Dr, Smita Diwase, Krishi Resource Management Network

Reference Books:

1. "Agri Business Management", Smita Diwase, Everest Publishing House
2. "Innovation in Agri Business Management", Karnam Lokanadhan, K Mani and K Mahendran, New Indian Publishing Agency
3. "Cooperative Agri Business Management", A N Sarkar, Everest Publishing House
4. "Agri Business and Extension Management", B S Hansra and K Vijayaragavan, Concept Publishing Company, New Delhi

Online Resources/E-Learning Resources

1. <https://www.universityoftechnology.edu.in/blog/everything-you-want-to-know-about-agri-business-management/>
2. <https://www.slideshare.net/MDSALMANANJUM/introduction-to-agribusiness-management>
3. <https://www.scribd.com/document/408076358/Introduction-to-Agribusiness-Management-pdf>

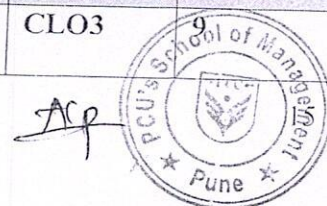


PC3 COURSE CURRICULUM

Name of the Program:		MBA		Semester: I		Level: PG	
Course Name		Agri Business E Commerce		Course Code/ Course Type		PC	
Course Pattern		2026		Version		1.0	
Teaching Scheme						Assessment Scheme	
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA (End Semester Assessment)	Practical/Oral
3	0	0	3	3	40	60	-
Pre-Requisite:		Basic knowledge of computers					
Course Objectives (CO):				The objectives of Agri Business E-Commerce are: 1. To comprehend importance of E commerce 2. To recognize technology for E commerce. 3. To study present practices of Agri business E commerce 4. To analyze various technology in Agri business E Commerce 5. To create model E Commerce platform for your business			
Course Learning Outcomes (CLO):				Students would be able to: 1. Comprehend basic concept of e commerce. 2. Identify various technology of e commerce 3. Identify importance of e commerce in agriculture. 4. Evaluate emerging trends in agri business e commerce 5. Analyze importance of agri business e commerce through case studies			

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I		
E-commerce overview: E-commerce overview, Introduction, features, importance to economy, models of ecommerce, e-commerce status in India, key success factors, advantages, limitations and challenges in e-commerce with special reference to India	CLO 1	9
UNIT II		
Technology for e-commerce: Technology for e-commerce; internet trading, electronic data interchange, electronic payment system, adoption of e-commerce by employees, customers, channel partners, suppliers, service providers and regulatory authority	CLO 2	9
UNIT III		
Guidelines for effective implementation of e-commerce in India; Important	CLO3	



decisions for ecommerce: designing website, designing web address, presence in search engines and directories, advertising the website, monitoring and updating. Integration of agriculture markets through e-commerce.		
UNIT IV		
Present practices of e-commerce in agri business: online transactions, marketing, delivery of information intensive products through online, building trust through branding, online promotion on the website; customer service and value addition through e-CRM and e-SRM(7+1)	CLO4	9
UNIT V		
Success Stories & Case Studies: Success stories of organizations involved in e-agri business, case studies and future vision of e-agri business in India.	CLO5	9
Total		45

Learning resources

Textbooks:

1. Agribusiness Management (Routledge Textbooks in Environmental and Agricultural Economics) 4th Edition
2. Vincent, D., October 12, 2000, "E-Commerce for Agribusiness Conference", Chicago, Illinois.
3. The Future of Agri-Business on the Internet

Reference Books:

1. Mueller, A. E. R., 2000, "Emergent E-Commerce in Agriculture". University of California, Agricultural Issues Center.
2. Vincent, D., October 12, 2000, "E-Commerce for Agribusiness Conference", Chicago, Illinois.

Online Resources/E-Learning Resources:

1. <https://extension.psu.edu/e-commerce-for-ag-business-advantages-and-challenges>
2. <https://www.publicissapient.com/insights/six-e-commerce-trends-for-agribusinesses>
3. <https://www.thehindubusinessline.com/economy/agri-business/from-farm-to-market-how-e-commerce-is-revolutionising-the-agri-sector/article66924906.ece>
<https://www.linkedin.com/pulse/exploring-role-e-commerce-agricultural-sector-trends/>

PC4 COURSE CURRICULUM

Name of the Program:		MBA	Semester : I		Level: PG		
Course Name		Research Methodology	Course Code/ Course Type		PC		
Course Pattern		2026	Version		1.0		
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
3	-	-	3	3	40	60	-
Pre-Requisite:							
Course Objectives (CO):		1. 1.To develop firm understanding of the basic framework of research process 2. To develop a thorough understanding of various research designs and techniques 3. To identify various sources of information for literature review and data collection 4. To demonstrate knowledge of research process by conducting a literature review in their research area interest 5. 5. Define and develop a possible research interest area to be taken ahead in their business research projects later to conduct an independent publishable research project					
Course Learning Outcomes (CLO):		1. Apply knowledge of fundamental principles of statistics. 2. Explain statistics processes for the betterment of the organisation. 3. Assess various formulas and inferences of statistical methods and theories for data science. 4. Analyze statistical inferences influencing various data science procedures. 5. Create data science models based on the statistical inferences.					

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I		
UNIT I – Foundations of Business Research Introduction to Business Research, Nature and Scope of Business Research, Types of Business Research used in management studies, Scientific Investigation in Business, Concepts and Constructs, Definitions and Variables, Propositions and Hypotheses, Theory Building and Models, Information Needs of Managers, Technology Applications in Business Research including Internet, E-mail, Browsers and Websites, Role of Research in Managerial Decision-Making, Ethical Issues in Business Research.	1	9
UNIT II		
UNIT II – Research Design and Research Approach Meaning and Purpose of a Research Design, Elements of a Research Design, Types of Research Designs (Exploratory, Descriptive, Causal), Formulation of	2	



the Research Problem, Developing the Problem Statement, Hypothesis Formulation and Characteristics of a Good Hypothesis, Testing of Hypothesis (basic framework), Selection of Appropriate Research Approach, Importance of Research Design in Business Studies.		
UNIT III		
UNIT III – Sampling Design, Measurement and Scaling Concept of Sampling and Sample Design, Probability and Non-Probability Sampling Methods, Determination of Sample Size, Concept of Measurement in Business Research, Levels of Measurement (Nominal, Ordinal, Interval, Ratio), Scaling Techniques, Thurstone Scale, Likert Scale, Guttman Scale and Semantic Differential Scale, Reliability of Measurement, Validity of Measurement.	3	9
UNIT IV		
UNIT IV – Data Collection Methods and Instruments Sources of Data (Primary and Secondary), Methods of Primary Data Collection used in academic research such as Interviews, Surveys, Observations and Experiments, Structured and Unstructured Interviews, Face-to-Face and Telephone Interviews, Observation Methods, Design and Construction of Questionnaires, Principles of Question Wording, Question Sequencing, Structured and Unstructured Questionnaires, Guidelines for Developing Valid and Reliable Questionnaires as used in university research methodology courses.	4	9
UNIT V		
UNIT V – Research Report Writing and Presentation Meaning and Importance of Research Reports, Types of Research Reports, Components of a Standard Research Report including Title Page, Table of Contents, Executive Summary, Introduction, Main Body, Findings and Interpretation, Conclusion and Recommendations, Acknowledgements, References and Appendices, Formatting Guidelines similar to university project standards, Oral Presentation of Research, Designing Presentation Content, Use of Visual Aids, Role of the Presenter, Effective Delivery and Handling Questions.	5	9
Total Hours :		45

Learning resources

Textbooks:

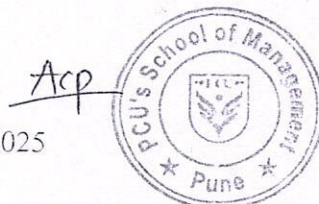
1. Research Methodology, CR Kothari & Gaurav Garg (Methods & Techniques), New Age International Publishers
2. Schindler, Business Research Methods, McGraw Hill Education, 13th Edition
3. Research Methods for Business: A Skill Building Approach, 7th Edition, Uma Sekaran, Roger Bougie

Reference Books:

1. Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). Business Research Methods. Cengage Learning
2. Bryman, Alan & Bell, Emma (2015). Business Research Methods (Fourth Edition), Oxford University Press
3. G.C. Beri, Marketing Research, Tata McGraw- Hill Publishers

Online Resources/E-Learning Resources

https://www.youtube.com/watch?v=5pPsU7ZIUs&utm_source=
<https://www.youtube.com/watch?v=eDw-Xhnx6tU>
<https://www.youtube.com/watch?v=iSHcC-QNCP4>





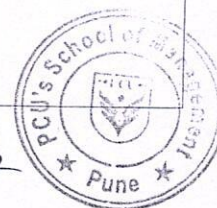
GENERAL ELECTIVES

COURSE CURRICULUM

Name of the Program:		MBA			Semester: I		Level: PG	
Course Name		Managerial Economics			Course Code/ Course Type		PC	
Course Pattern		2026			Version		1.0	
Teaching Scheme					Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA (End Semester Assessment)	Practical/Oral	
3	0	0	3	3	40	60	0	
Pre-Requisite :								
Course Objectives (CO):		The objectives of Managerial Economics are: 1. To comprehend the importance of Managerial Economics in management and businesses 2. To apply the principles of managerial economics in achieving business objectives 3. To be equipped with the tools necessary in forecasting product demand 4. To comprehend and be able to apply latest pricing strategies 5. To comprehend and analyze the macro environment affecting the business decision making.						
Course Learning Outcomes (CLO):		Students would be able to: 1. Remember the concepts of microeconomics and able to comprehend the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty. 2. Comprehend the law of demand & supply & their elasticities, evaluate & analyze these concepts and apply them in various changing situations in industry. Students would be able to apply various techniques to forecast demand for better utilization of resources. 3. Comprehend the production concept and how the production output changes with the change in inputs and able to analyze the effect of cost to business and their relation to analyze the volatility in the business world. 4. Comprehend the production concept and how the production output changes with the change in inputs and able to analyze the effect of cost to business and their relation to analyze the volatility in the business world. 5. Analyze the macroeconomic concepts & their relation to micro economic concept & how they affect the business & economy.						

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I		
Basic Concepts and principles: Concept of Economy, Economics, Microeconomics, Macroeconomics, Nature, and Scope of Economics-Micro Economics and Macro Economics, Managerial Economics, and its relevance in business decisions. Concept of Firm, Market, Objectives of Firm: Profit Maximization Model, Economist Theory of the Firm. Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equi-Marginal Principle. Utility – Meaning, Cardinal Utility and Ordinal Utility, Utility analysis, Measurement of utility, Law of diminishing marginal utility.	CLO 1	9





Indifference curve, Consumer's equilibrium - Budget line and Consumer surplus.		
UNIT II		
Demand and Supply Analysis: Theory of Demand, Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in demand curve, Elasticity of Demand, and its measurement. Price Elasticity, Income Elasticity, Arc Elasticity. Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making, Demand forecasting meaning, Forecasting: Introduction, Meaning and Forecasting, Level of Demand Forecasting, Criteria for Good Demand Forecasting, Methods of Demand Forecasting, Survey Methods, Statistical Methods, Qualitative Methods, Demand Forecasting for a New Products. Supply & Market Equilibrium: Introduction, Meaning of Supply and Law of Supply, Exceptions to the Law of Supply, Changes or Shifts in Supply. Elasticity of supply, Factors Determining Elasticity of Supply, Practical Importance, Market Equilibrium and Changes in Market Equilibrium.	CLO 2	9
UNIT III		
Production and Cost analysis: Concepts of Production, production function with one variable input - Law of Variable Proportions. Production function with two variable inputs and Laws of returns to scale, Indifference Curves, ISO-Quants & ISO-Cost line, least cost combination factor, Economies of scale, Diseconomies of scale. Technological progress and production function. Cost concept and analysis: Cost, Types of costs, Cost output relationship in the short-run. Cost output relationship in the Long-run. Estimation of revenue. Average Revenue, Marginal Revenue.	CLO 3	9
UNIT IV		
Market structure and Pricing Practices: -Perfect Competition, Features, Determination of price under perfect competition, Monopoly: Features, Pricing under monopoly, Price Discrimination. Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership. Descriptive Pricing Approaches: - Full cost pricing, Product line pricing, Pricing Strategies: Price Skimming, Penetration Pricing, Loss leader pricing, Peak Load pricing.	CLO 4	9
UNIT V		
General Economics and Indian Business Environment Open and Closed Economies, Primary, secondary and Tertiary sectors and their contribution to the economy. SWOT Analysis for the Indian economy. Measuring the Economy: Measuring GDP and GDP Growth rate, Components of GDP. Business Cycle: Introduction, Meaning and Features, Phases of Business Cy-cles, Measures to Control Business Cycles, Business Cycles and Business De-cisions. Indian Business environment: -Nature, Scope, Structure of Indian Business Environment – Internal and External Environment. Political and Legal Envi-ronment, Economic Environment, Socio – Cultural Environment, Global Environment	CLO 5	9
Total Hours		45



Learning resources

Text Books:

1. Managerial Economics Geethika, Ghosh & Choudhury McGraw Hill
2. Managerial Economics Dominick Salvatore, Oxford Publishers

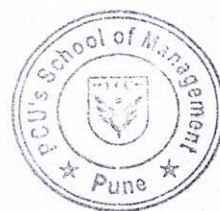
Reference Books:

1. Managerial Economics, Homas and Maurice, Tata McGraw Hill
2. Managerial Economics - Analysis, Problems and Cases, P.L. Mehta, Sultan Chand Sons, New Delhi.
3. Managerial Economics, Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.
4. Managerial Economics, D.M. Mithani
5. Managerial Economics, Joel Dean, Prentice Hall, USA.
6. Managerial Economics by H L Ahuja, S Chand & Co. New Delhi.

Online Resources/E-Learning Resources:

1. https://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles_of_Managerial_Economics_15497.pdf
2. https://www.lpude.in/SLMs/Master%20of%20Business%20Administration/Sem_1/DEECO515_MANAGERIAL_ECONOMICS.pdf

ACP



COURSE CURRICULUM

Name of the Program:		MBA			Semester: I		Level: PG	
Course Name		Basics of Accounting			Course Code/ Course Type			
Course Pattern		2026			Version		1.0	
Teaching Scheme					Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral	
3	-	-	3	3	40	60	-	
Pre-Requisite : Bachelor's Degree								
Course Objectives (CO):					The objectives of Basics of Accounting are: 1. To facilitate comprehending about accounting as an information system and the language of the business. 2. To comprehend preparation and presentation of financial statements. 3. To familiarize the participants with various financial tools and techniques that will facilitate the participants in enhancing their analytical power to make rational decisions related to business. 4. To enable students acquainted with current trends and social responsibility accounting. 5. To familiarize the students about accounting in difficult economic conditions.			
Course Learning Outcomes (CLO):					Students would be able to: 1. Comprehend accounting during difficult times to ensure sustainability. 2. Comprehend and apply accounting concepts, principles, and conventions for their routine monetary transaction. 3. Create and prepare financial statements and Cash flow in accordance with Generally Accepted Accounting Principles 4. Analyse and interpret the financial statements of a company. 5. Recognise various types of accounting and utilize the technology and social responsibility in facilitating and enhancing accounting and financial reporting processes			

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Financial Accounting Meaning and Scope of Accounting, Nature of Accounting, Accounting Concepts and Conventions, GAAP, Types of accounts, Double Entry System of Accounting, recording of transactions: journalizing, ledger posting, preparation of Trial Balance, Final Account	CLO 1	9
UNIT II		

Preparation of Financial Statements Preparation of Companies Financial Statements: as per Revised Schedule III of Companies Act, 2013: Income Statement and Balance Sheet, Cash flow Statement as Per AS-3. Accounting for Depreciation	CLO 2	9
UNIT III		
Analysis of Financial Statements Comparative and Common Size Statement, Trend Analysis, Inter Firm Comparison, Ratio Analysis: Liquidity ratios, Solvency ratios, Profitability ratios, activity/turnover ratios, Market capitalization ratios; DuPont Analysis	CLO 3	9
UNIT IV		
Introduction to Cost & Management Accounting Elements of Cost, Cost Classification, Preparation of cost sheet. Marginal Costing and Cost Volume Profit Analysis, Budgeting-Fixed & Flexible budget.	CLO 4	9
UNIT V		
Latest Developments, Trends & Practices Human Resource Accounting, Forensic Accounting, Accounting for corporate social responsibility, Introduction to Sustainability Accounting, ESG reporting. Comprehensive Case Study/Numerical.	CLO 5	9
Total Hours		45

Learning resources

Textbooks:

1. Financial Management -Prasanna Chandra, 9/e, TMH.
2. Financial Management, I M Pandey, 11th Edition, Vikas Publishing House.
3. Horngren T Charles 2012, Introduction to Financial Accounting, 9th Ed, Pearsons

Education References:

1. Narayanaswamy R 2014, Financial Accounting – A Managerial Perspective, 5th Ed, Prentice Hall
2. of India.
3. Maheshwari S N and S K Maheshwari 2013, Accounting for Management, 3rd Ed, Vikas Pub. House.
4. Fundamentals of Financial Management, Brigham & Houston, 10/e, Cengage

Learning. Online Resources/E-Learning Resources

1. <https://www.ddegjust.ac.in/studymaterial/mba/cp-104.pdf>
2. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-5New.pdf>
- <https://mrcet.com/downloads/MBA/Financial%20Accounting%20and%20Analysis.pdf>

VALUE ADDED COURSES

COURSE CURRICULUM

Sustainability and Climate Change

Name of the Program:		MBA		Semester : I		Level: PG	
Course Name		Sustainability and Climate Change		Course Code/ Course Type		VAC	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theo r y	Practic a l	Tutori a l	Total Credit s	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	0	0	2	2	20	30	NA
Pre-Requisite: Bachelor's Degree							
Course Objectives (CO):				The objectives of this course are: 1. Recall the basic concepts of sustainability, environment, and climate change. 2. Understand the causes and impacts of climate change on society, economy, and business. 3. Apply sustainability principles in managerial and organizational decision-making. 4. Analyze environmental challenges, climate risks, and sustainable development practices. 5. Evaluate strategies for climate action, corporate sustainability, and responsible business practices.			
Course Learning Outcomes (CLO):				1. Identify key concepts of sustainability, sustainable development, and climate change. 2. Explain the causes, effects, and global responses to climate change. 3. Apply sustainability practices in business and management contexts. 4. Analyze climate-related risks, environmental challenges, and stakeholder responsibilities. 5. Evaluate sustainable business models, ESG practices, and climate action strategies			

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
Unit 1: Introduction to Sustainability and Sustainable Development		
Meaning and scope of sustainability, Concept of sustainable development, Triple Bottom Line: People, Planet and Profit, Sustainable Development Goals, Importance of sustainability in management, Role of businesses in sustainable development	CLO 1	6

Unit 2: Climate Change: Concepts, Causes and Impacts		
Meaning of climate change, Difference between weather and climate, Greenhouse effect and global warming, Major causes of climate change, Carbon footprint, Impact of climate change on environment, society, economy, agriculture, health and business	CLO 2	6
Unit 3: Environmental Challenges and Climate Risk Management		
Pollution, biodiversity loss, deforestation, resource depletion, waste management, water scarcity, climate-related risks for organizations, disaster risk and resilience, adaptation and mitigation strategies, role of technology in climate risk reduction	CLO3	6
Unit 4: Sustainability in Business and Management		
Corporate social responsibility and sustainability, Green business practices, Sustainable supply chain management, Circular economy, Renewable energy, Energy efficiency, Sustainable consumption and production, Green marketing and sustainable innovation	CLO4	6
Unit 5: Climate Governance, ESG and Future Strategies		
Climate policies and international agreements, Paris Agreement, ESG concept and reporting, Corporate climate responsibility, Carbon neutrality and net zero, Climate finance, Sustainable leadership, Future trends in sustainability and climate action	CLO5	6
Total Hours		30 hours

Learning resources

Textbooks:

- Rogers, P. P., Jalal, K. F., & Boyd, J. A. An Introduction to Sustainable Development. Earthscan/Routledge.
- Henson, R. The Thinking Person's Guide to Climate Change. American Meteorological Society.
- Botkin, D. B., & Keller, E. A. Environmental Science: Earth as a Living Planet. Wiley.

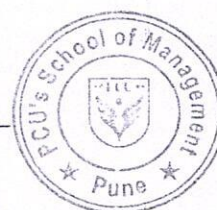
Reference Books:

- Sachs, J. D. The Age of Sustainable Development. Columbia University Press.
- Esty, D. C., & Winston, A. S. Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage. Yale University Press.
- Hawken, P. The Ecology of Commerce: A Declaration of Sustainability. Harper Business.

Online Resources/E-Learning Resources

- United Nations Sustainable Development Goals: <https://sdgs.un.org/goals>
- Intergovernmental Panel on Climate Change: <https://www.ipcc.ch>
- United Nations Framework Convention on Climate Change: <https://unfccc.int>

Atp



COURSE CURRICULUM –

Legal aspects of Business

Name of the Program:		MBA		Semester : I		Level: PG	
Course Name		Legal Aspects of Business		Course Code/ Course Type		VAC	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theo ry	Practic al	Tutor ial	Total Cred its	Ho urs	CIA	ESA	Practical/Ora l
2	0	0	2	2	20	30	0
Pre-Requisite:							
Course Objectives (CO):		The objectives of this course are: 1. To understand the legal framework that governs business operations. 2. To explore the role of legal aspects in business decision-making. 3. To analyze contracts, corporate structures, and laws affecting business. 4. To provide an overview of intellectual property rights (IPR) and their relevance to business. 5. To develop the ability to identify and manage legal risks in business activities					
Course Learning Outcomes (CLO):		Students would be able to: 1. Demonstrate an understanding of the legal principles applicable to business operations. 2. Apply legal knowledge in making strategic business decisions. 3. Analyze contracts and corporate legal structures for risk management. 4. Understand the importance of intellectual property rights in business. 5. Evaluate and address legal challenges in business contexts.					

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
Unit 1: Introduction to Legal Environment of Business		
Overview of legal systems (Common law, Civil law, etc.) Role of law in business and society. Understanding business laws: Civil, Criminal, and Commercial Laws	CLO 1	6
Unit 2: Contract Law and Business Agreements		
Elements of a contract: Offer, Acceptance, Consideration, etc. Types of contracts: Bilateral, Unilateral, and Executed Contracts Breach of contract and remedies	CLO 2	6
Unit 3: Company Law and Corporate Governance		
Structure of business organizations: Sole Proprietorship, Partnership, and Corporations Legal requirements for forming and operating a company. Corporate governance and responsibilities of directors.	CLO3	6
Unit 4: Labor and Employment Laws		
Employment contracts and employee rights , Labor laws: Worker's compensation, discrimination, and harassment , Termination, dismissal, and redundancy laws	CLO4	



Unit 5 : Intellectual Property Rights (IPR)		
Introduction to Intellectual Property (IP). Types of IP: Patents, Trademarks, Copyrights, and Trade Secrets. Importance of IPR for business protection and innovation	CLO5	6
Total Hours		30 hours

Learning resources

Textbooks:

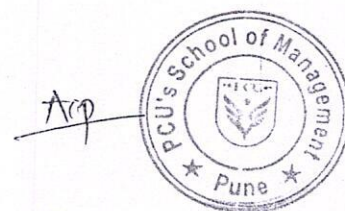
1. Business Law and the Legal Environment by Jeffrey F. Beatty, Susan S. Samuelson, Patricia Sanchez Abril (17th Edition).
2. Business Law: A Hands-On Approach by Neal Bevans (5th Edition).

Reference Books:

1. Business Law and the Regulation of Business by Neal Bevans (12th Edition).
2. Business Law and the Legal Environment: A Comprehensive Guide by Jeffrey F. Beatty, Susan S. Samuelson.

Online Resources/E-Learning Resources:

1. Business Law – Harvard Online Course
2. Intellectual Property Rights: An Overview – Coursera



IKS VAC

Indian Concepts and Theories in Psychology

Name of the Program:		MBA		Semester: I		Level: PG	
Course Name		Indian Concepts and Theories in Psychology		Course Code/ Course Type		VAC	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	-	-	1	1	10	20	
Pre-Requisite: 12 th pass							
Course Objectives (CO):					CO1: Explain the foundations of Indian psychology and its sources. CO2: Analyse concepts of self, mind, and consciousness in Indian thought. CO3: Describe mental processes as explained in Indian philosophical systems. CO4: Apply Yoga and meditation concepts for psychological well-being. CO5: Integrate Indian psychological ideas with modern behavioral sciences.		
Course Learning Outcomes (CLO):					CLO1: Identify key features of Indian psychological traditions. CLO2: Compare Indian and Western views of mind and behavior. CLO3: Explain concepts like Atman, Chitta, and Buddhi. CLO4: Demonstrate understanding of Yoga-based mental health practices. CLO5: Relate Indian psychology to modern personal and professional life.		

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I Introduction to Indian Psychology		
Meaning, scope, and evolution of Indian Psychology, Difference between Indian and Western psychology, Sources: Vedas, Upanishads, Bhagavad Gita	CLO 1	03
Concept of mind (Manas) and consciousness		
Unit 2: Self and Consciousness in Indian Thought		
Concept of Atman and Purusha. Layers of consciousness (Koshas theory)	CLO 2	03
Mind-body relationship in Indian tradition. Ego, self-realization, and identity		
Unit 3 Mental Processes in Indian Psychology		
Chitta, Manas, Buddhi, Ahamkara. Emotions (Rasa theory). Attention, perception, and cognition in Indian texts. Role of meditation in mental regulation	CLO 3	03
Unit 4: Yoga and Psychological Well-being		



Patanjali's Yoga Sutras (Ashtanga Yoga). Stress, anxiety, and mental health management. Meditation and mindfulness practices. Holistic health and lifestyle psychology	CLO 4	03
Unit 5: Applications of Indian Psychology		
Positive psychology in Indian context. Leadership and decision-making (Bhagavad Gita insights). Emotional intelligence in Indian thought. Relevance in modern counseling and therapy	CLO 5	03
Total Hours		15

Learning resources

Textbooks:

1. Exploring Indian Knowledge Systems: A Comprehensive Resource – Prof. V. Ramanathan (IIT BHU)
2. What Indian Knowledge Systems is all about – Gautam R. Desiraju (IISc Bangalore)

Reference Books:

1. *The Wonder That Was India* – A.L. Basham
2. *Indian Knowledge Systems* – Edited academic compilations (UGC/IKS Division resources)

Online Resource

1. Indian Knowledge Systems Division <https://www.iksindia.org>
2. National Education Policy 2020 <https://www.education.gov.in>

Acp



Exploring Indian Knowledge Systems: A Comprehensive Resource

Name of the Program:		MBA		Semester: I		Level: PG	
Course Name		Exploring Indian Knowledge Systems: A Comprehensive Resource		Course Code/ Course Type		VAC	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	-	-	1	1	10	20	
Pre-Requisite: 12 th pass							
Course Objectives (CO):				CO1: Explain the foundations and scope of Indian Knowledge Systems. CO2: Describe major Indian philosophical traditions and ideas. CO3: Identify contributions of India in mathematics, science, and astronomy. CO4: Analyze traditional Indian approaches to environment and society. CO5: Relate Indian knowledge systems to modern interdisciplinary applications.			
Course Learning Outcomes (CLO):				CLO1: Recognize key sources and features of IKS. CLO2: Summarize basic Indian philosophical concepts. CLO3: Explain contributions of Indian scholars in science and mathematics. CLO4: Describe traditional ecological and health knowledge systems. CLO5: Connect IKS concepts with contemporary global challenges.			

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I Foundations of Indian Knowledge Systems		
Meaning, scope, and evolution of IKS Sources of Indian knowledge: Vedas, Upanishads, Sutras Concept of knowledge in Indian tradition Holistic and interdisciplinary nature of IKS	CLO 1	3
Unit 2: Indian Philosophy & Thought Systems		
Schools of Indian philosophy (Nyaya, Vaisheshika, Sankhya, Yoga, etc.) Concepts of Dharma, Karma, and Moksha Logic and reasoning in Indian tradition Ethical and value-based systems	CLO 2	03
Unit 3: Science, Mathematics & Astronomy in India		
Ancient Indian mathematics and numerals Contributions of Aryabhata, Bhaskara, and others Indian astronomy and calendar systems	CLO 3	03



Scientific reasoning in classical texts		
Unit 4: Indian Knowledge in Society, Environment & Life Sciences		
Traditional ecological knowledge Ayurveda and health sciences (basic introduction) Water management and sustainability practices Indigenous technologies and environmental balance	CLO 4	03
Unit 5: Applications & Contemporary Relevance of IKS		
IKS in modern education and research Indian knowledge in AI, computing, and design thinking Role of IKS in sustainable development Integrating traditional knowledge with modern innovation	CLO 5	03
Total Hours		15

Learning resources

Textbooks:

1. Exploring Indian Knowledge Systems: A Comprehensive Resource – Prof. V. Ramanathan (IIT BHU)
2. What Indian Knowledge Systems is all about – Gautam, R. Desiraju (IISc Bangalore)

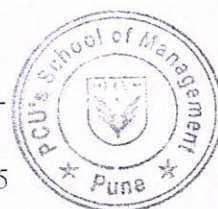
Reference Books:

1. *The Wonder That Was India* – A.L. Basham
2. *Indian Knowledge Systems* – Edited academic compilations (UGC/IKS Division resources)

Online Resource

1. Indian Knowledge Systems Division <https://www.iksindia.org>
2. National Education Policy 2020 <https://www.education.gov.in>

ACP





SKILLS ENHANCEMENT COURSES

COURSE CURRICULUM -

Name of the Program:		MBA Agri			Semester: I		Level: PG	
Course Name		HR for Rural & Sales Force Management			Course Code/ Course Type			
Course Pattern		2026			Version		1.0	
Teaching Scheme					Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/ Oral	
2	-	-	2	2	20	30	-	
Pre-Requisite:								
Course Objectives (CO):		The objectives of the course are: 						
Course Learning Outcomes (CLO):		Students would be able to: 						

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Rural HRM • Nature of rural workforce • Socio-economic and cultural factors influencing workforce behaviour • Key HR challenges: absenteeism, skill gaps, retention, and productivity issues • Seasonal and migrant labour issues	CLO 1	6
UNIT II		
Recruitment & Training in Rural Context • Sourcing strategies for rural and semi-skilled workforce • Designing simple and effective selection techniques for low-literacy candidates • Skill development for low-literacy workforce • Training methods (on-field, demonstration-based)	CLO 2	6

• Government skill development initiatives and their integration		
UNIT III		
Performance Management & Workforce Engagement		
• Measuring productivity in agriculture and allied sectors • Designing simple KPIs for field workers and labourers • Motivation techniques for rural workforce • Employee engagement practices in geographically dispersed workforce • Retention strategies for seasonal and contractual workers	CLO 3	6
UNIT IV		
Agri Sales Force & Channel Management		
• Structure and roles in agri sales ecosystem (field officers, dealers, distributors) • Dealer-distributor management • Territory allocation, route planning, and supervision techniques • Dealer relationship management and rural market penetration strategies • Monitoring sales force performance and reporting mechanisms	CLO 4	6
UNIT V		
Case Studies & Practical Applications		
• HR issues in agri startups/FPOs • Managing conflicts between labour, supervisors, and local communities • Role plays: hiring, training, and motivating rural workforce • Designing a basic HR plan for an agri-enterprise • Exposure to real-life scenarios through field-based assignments or simulations	CLO 5	6
Total Hours		30

Learning resources

Textbooks:

- Stone, R. J., Cox, A., Gavin, M., & Carpini, J. (2024). *Human resource management*. John Wiley & Sons.
- Lussier, R. N., & Hendon, J. R. (2025). *Human resource management: Functions, applications, and skill development*. Sage publications.
- Boselie, P., & Van der Heijden, B. (2024). *Strategic human resource management: A balanced approach*. McGraw Hill.

Reference Books:

- Still, R. R. (2007). *Sales Management: Decision Strategy And Cases, 5/E*. Pearson Education India.
- Cloke, P., & Park, C. C. (2013). *Rural resource management (Routledge revivals)*. Routledge.

Online Resources/E-Learning Resources:

- Government of India – Skill India Portal
- FAO & NABARD reports on rural workforce

COURSE CURRICULUM

Name of the Program:		MBA		Semester : I		Level: PG	
Course Name		Applied Agri Operations and Supply Chain Management			Course Code/ Course Type	SEC	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
2	-	-	2	2	20	30	-
Pre-Requisite: Bachelor's Degree							
Course Objectives (CO):		The objectives of this course are: 1. Understand operations and supply chain concepts in agriculture and agri-business ecosystems. 2. Recognize agri-production systems, post-harvest processes, and rural supply chain structures. 3. Apply demand forecasting and capacity planning in seasonal and uncertain agricultural contexts. 4. Evaluate agri-supply chains based on efficiency, wastage reduction, and farmer–market linkages. 5. Design integrated agri-supply chain solutions considering perishability, infrastructure, and sustainability.					
Course Learning Outcomes (CLO):		Students would be able to: 1. Apply OSCM concepts to agricultural production, processing, and distribution systems. 2. Analyze agri-operational processes including farming, procurement, storage, and food processing. 3. Apply forecasting and planning techniques considering seasonality, weather variability, and market demand. 4. Evaluate inventory and supply chain decisions in perishable goods and cold chain environments. 5. Design efficient agri-supply chains integrating farmers, mandis, processors, retailers, and export markets.					

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
Unit I: Introduction to Agri Operations & Supply Chains		
Operations Management in Agri Business vs Manufacturing Evolution: Farming → Agri-business → Integrated Food Supply Chains Structure of Indian agriculture supply chain (Farm → Mandi → Processor → Retailer). Quality in agri-products: Grading, standardization (AGMARK). Food safety (FSSAI basics). Lean and waste reduction in agri supply chains.	CLO1	6
Unit II: Agri Operations Processes & System Design		
Process characteristics: High variability (weather-dependent), Seasonal production cycles. Types of operations: Crop production, Dairy, poultry, fisheries, Food processing (milling, packaging). Process-Product Matrix in agri context. Facility Layout: Warehouses, cold storages, food processing	CLO2	6

units. Service systems: Agri-input supply chains (seeds, fertilizers). Agri-extension services.		
Unit III : Production Planning & Control in Agri Business		
PPC in agriculture: Crop planning cycles. Resource allocation (land, water, labor) Demand Forecasting: Seasonal demand, Price forecasting Aggregate Planning: Harvest planning, Processing capacity planning Capacity Planning: Storage capacity, MRP, DRP in agri-input supply chains Production Control: Scheduling harvesting, processing, and distribution. Role of technology: Weather forecasting, Agri analytics	CLO3	6
Unit IV : Inventory Management in Agri Business		
Types of inventory: Raw produce, Processed food products. Special challenges: Perishability, Spoilage and wastage, Storage limitations. Inventory costs in agri: Storage losses, Transportation losses, EOQ (adapted for agri inputs like seeds, fertilizers). Inventory classification: ABC analysis, FSN (Fast/Slow/Non-moving in agri commodities), Buffer stock management (government role – food security), Cold chain inventory management. Reorder point for seasonal commodities.	CLO4	6
Unit V: Agri Supply Chain Management		
Agri Supply Chain Structure: Farmers → FPOs → Mandis → Processors → Retailers → Consumers. Role of: Farmer Producer Organizations (FPOs) Cooperatives (e.g., dairy), Key Issues: Post-harvest losses, Price volatility Middlemen inefficiencies. Cold Chain Logistics: Fruits, vegetables, dairy Customer Service: Freshness, availability, quality. Enablers: Infrastructure (roads, cold storage), Digital platforms (e-NAM) Transportation networks. Risk Management: Weather risks, Supply disruptions. Sustainable supply chains: Organic farming, Waste reduction	CLO5	6
Total Hours		30 Hours

Textbooks:

1. Operations Management by Bernard Taylor, 2011
2. Production and Operations Management by Aswath Appa and Bhat, 2010
3. Agricultural Supply Chain Management – Dr. G. R. Sinha

Reference Books:

1. Food and Agribusiness Supply Chain Management – Christopher Ritson
2. Agri-Food Supply Chain Management – OECD Publications.

