Ph.D Agri Business Management Ph.D Agri Business Management Programme Code: GECO 82

Programme Name: Ph.D. Agri Business Management

Programme Outcomes for PhD

PO1. In-depth knowledge of literature in the specialised area of research.

PO2. Apply theories, methodologies and techniques to address fundamental research problems.

PO3. Creativity and originality in planning and executing research independently.

PO4. Critical thinking, problem solving and evaluation of published work.

PO5. Ability to formulate and test novel hypotheses.

PO6. Develop practical research skills and expertise in state-of-the art techniques in research.

PO7. Effective scientific writing and oral presentation skills.

PO8. Collegiality in a research setting with people from diverse backgrounds as leaders/mentors/team members.

PO9. Ethical principles in conducting and reporting research.

PO10. Life-long commitment to expanding the frontiers of knowledge in a specialised field.

Programme Specific Outcomes

PSO1: This programme will enhance the employability of students in niche emerging areas like data analysis, data management etc.,.

PSO2: This programme will bolster the graduate's confidence and skill to take up independent research and prepare and evaluate projects which will facilitate their employability by NGOs to carry out survey, data analysis, interpretation and policy formulation.

PSO3: This programme will kindle the student's aptitude for novel and futuristic research thus they will imbibe the passion for pursuing independent research and post doctoralprogrammewherebytheir prospects for recruitment as teaching (Assistant Professors) will become bright.

Department of Agricultural Economics

Ph.D Agri Business Management (by course work)

Full Time / Part Time / External

2019-20

Major Courses

ABM 811	Advances in Marketing Management	2+1
ABM 812	Advances in Operations Research	2+1
ABM 813	Management Information Systems	3+0
ABM 814	Advances in Business Economics	2+1
ABM 821	Financial Management and Project Analysis	2+1
ABM 822	Human Resource Management and Organisational Behaviour	2+1
ABM 823	Agri Business Sector Analysis	2+1
ABM 824	Advances in Food Retail Management	2+1

Minor Courses

ABM 815	Supply Chain and Logistics Management	2+1
ABM 825	International Trade and Intellectual Property Rights	2+1
MOO	MOOC	2+0

Supportive Courses

COM 811	Advances in Computer Applications	0+1
PGS/LIB 812		0+1
STA 821	Advanced Statistical Methods for Social Sciences	2+1
	Seminar	0+2
	Research	0+45

Ph.D in Agri Business Management (Revised Syllabus 2019-20 onwards)

Semesterwise Distribution of Courses

Semester I

Major Courses

ABM 811	Advances in Marketing Management	2+1
ABM 812	Advances in Operations Research	2+1
ABM 813	Management Information Systems	3+0
ABM 814	Advances in Business Economics	2+1

Minor Course

ABM 815	Supply Chain and Logistics Management	2+1

Supportive Courses

COM 811	Advances in Computer Applications	0+1
PGS/LIB 812		0+1
ABM 801	Research	0+1
ABM 081	Seminar	0+1

16 credits

Semester II

Major Courses

ABM821	Financial Management and Project Analysis	2+1
ABM822	Human Resource Management and Organizational Behaviour	2+1
ABM823	Agri Business Sector Analysis	2+1
ABM 824	Advances in Food Retail Management	2+1

Minor Courses

ABM 825	International Trade and Intellectual Property Rights	2+1
MOO	MOOC	2+0

Supportive Courses

STA 821	Advanced Statistical Methods for Social Sciences	2+1
ABM 802	Research	0+2
ABM 082	Seminar	0+1

17 credits

Semester III

ABM 803	Research	0+12

Semester IV

ABM 804	Research	0+12

Semester V

ABM 805	Research	0+9

Semester VI

ABM 806	Research	0+9

Choose 3 out of 4 and 2 out of 4 major courses in I and II semester respectively

All minor courses should be from other Departments or Disciplines

ABM 811 Advances in Marketing Management(2+1)

Learning Objective

- To make the scholars exposed to the recent trends and advances in marketing research and management.

Theory

Unit-I: Emerging markets

Low income markets / bottom of the pyramid – nature of the BOP market – products and services for BOP – market analysis – consumer characteristics – marketing strategy – BOP global opportunities.

Unit-II: Brand management

Branding strategies – brand positioning and values – building brand equity – brand equity assessment – leveraging secondary brand knowledge – building global brands.

Unit-III: Marketing strategy

Developing marketing strategies and plans – strategic marketing planning process – marketing ethics – analyzing the marketing environment – socially responsible marketing.

Unit-IV: Marketing models

Multi-level marketing – business to business marketing – direct marketing – advances in electronic marketing – net working and e-marketing models.

Unit-V: International marketing management

Assessing global markets – strategies and ethical issues in global marketing – trade policies – instruments, impacts of trade policies – economic integration and regional grouping.

Current streams of thought

Practical

Emerging market analysis – marketing communication for BOP – pricing methods for BOP – Brand equity assessment – brand extensions – communicating brand value – service market potential – ethical issues in services – analyzing marketing costs-social marketing models – evaluating impact of social marketing – e-marketing models – issues in global marketing – evaluating impact of trade policies, economic integration and regional grouping.

Theory lecture schedule

1. Low income markets / bottom of the pyramid
2. Nature of the BOP market
3. Products and services for BOP
4. Market analysis
5. Consumer characteristics
6. Marketing strategy
7. BOP global opportunities
8. Branding strategies
9. Brand positioning and values
10. Building brand equity
11. Brand equity assessment
12. Leveraging secondary brand knowledge
13. Building global brands
14. Developing marketing strategies
15. Developing marketing plans
16. Strategic marketing planning process

17. Marketing ethics
18. **Mid Semester Examination**
19. Analyzing the marketing environment
20. Socially responsible marketing
21. Marketing models
22. Multi-level marketing
23. Business to business marketing
24. Direct marketing
25. Advances in electronic marketing
26. Net working
27. e-marketing models
28. International marketing management
29. Assessing global markets
30. Strategies and ethical issues in global marketing
31. Trade policies
32. Instruments, impacts of trade policies
33. Economic integration
34. Regional grouping.

Practical schedule

1. Emerging market analysis
2. Marketing communication for BOP
3. Pricing methods for BOP
4. Brand equity assessment
5. Brand extensions
6. Communicating brand value
7. Service market potential
8. Ethical issues in services
9. Analyzing marketing costs
10. Social marketing models
11. Evaluating impact of social marketing
12. e-marketing models
13. Direct marketing
14. Issues in global marketing
15. Evaluating impact of trade policies
16. Economic integration and regional grouping
17. Case studies

Course Outcomes

At the end of the course students will be able to

CO1: Evaluate the viability of marketing a product or service.

CO2: Formulate a marketing plan including marketing objectives, marketing mix, Strategies and budgetary costs.

CO3: Formulate a marketing plan to communicate marketing information.

CO4: Determine strategies for developing new products and services.

CO5: Analyse impact of trade policies on economic development

References

1. AtulParvatiyar andRajendraSisodia, (2018), *Advances in Marketing*,Sage Publications India Pvt. Ltd., New Delhi.
2. Dhruv Grewal and Michael Levy, (2008), *Marketing,*The McGraw Hill Company Ltd., New Delhi.
3. Francis Cherunilam, (2006), *International Trade and Export Management*, Himalaya Publishing House, Mumbai.
4. Gupta, C.B., and Rajan Nair, (2004), *Marketing Management*, Sultan Chand and Sons, New Delhi.
5. Jha. S. M., (2007), *Service Marketing*, Himalaya Publishing House, New Delhi.
6. Jhingan, J.L., (2002), *International Economics*, Vrinda Publications, New Delhi.
7. Michael Etzel,J., Bruce J. Walker, William J. Stanton and Ajay Pandit, (2007), *Marketing – Concepts and Cases,*The McGraw Hill Company Ltd., New Delhi.
8. Philip Kotler, Kevin Lane Keller, Abraham Koshy and MithileswarJha, (2007), *Marketing Management-South Asian Perspective*, Pearson Education, UK.
9. Varshney, R.L. and Bhattacharya, (2005), *International Marketing Management*, Sultan Chand and Sons, New Delhi.
10. Varsshey, R.L. and S.L. Gupta, (2005), *Marketing Management*, Sultan Chand and Sons, New Delhi.

CO – PSO – PO Mapping

	PSO1	PSO2	PSO3	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	X		X		X		X						X
CO2		X	X		X		X		X				X
CO3		X			X								X
CO4	X									X			X
CO5			X			X			X				X

ABM 812 Advances in Operations Research (2+1)

Learning Objective

- To acquaint the learner with the applications of some important operations research techniques.
- To focus on understanding the use of these techniques in solving business problems.

Theory

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 - Hybrid system - simulation.

Unit III: Waiting line models

Waiting line problem -characteristics of a waiting- line system -single- channel model -multiple-channel model -constant-service time model -finite population model - sequencing and replacement models.

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: Gametheory

Two- person zero- sum game, simulation, network analysis – PERT & CPM.

Current streams of thought

Practical

Linear programming-formulation of problem, solving through graphic and simplex methods, transportation model, problems on inventory control models, problems on waiting line models, pay off tables, decision tree, Game theory, project evaluation and review technique, critical path method.

Theory lecture schedule

1. Linear programming - objective and assumptions
2. Formulation of linear programming problem
3. Graphic method
4. Simplex method
5. Transportation problem
6. Assignment problem
7. Inventory control models
8. Costs involved in inventory management
9. Types of inventory
10. Economic Order Quantity (EOQ) model
11. Continuous Review (Q) system
12. Periodic Review(P) system
13. Hybrid system

14. Simulation
15. Waiting line models - introduction
16. Waiting line problem
17. Characteristics of a waiting- line system
18. **Mid Semester Examination**
19. Single- channel model
20. Multiple-channel model
21. Constant-service time model
22. Finite population model
23. Sequencing model
24. Replacement models
25. Decision making under risk and uncertainties
26. Maximax criterion
27. Maximin criterion
28. Minimax regret criterion
29. Laplace criterion
30. Pay off tables, decision trees, expected value of perfect information
31. Game theory – introduction
32. Two- person zero - sum game
33. Evaluation techniques
34. Network analysis–PERT &CPM.

Practical schedule

1. Linear programming-formulation of problem
2. Solving through graphic method
3. Simplex method
4. Transportation model
5. Assignment problem
6. Problems on inventory control models
7. Problems on waiting line models
8. Sequencing model
9. Replacement model
10. Decision making under risk and uncertainty
11. Maximax criterion
12. Maximin criterion
13. Minimax criterion
14. Pay off tables, decision tree analysis
15. Game theory
16. Project evaluation and review technique
17. PERT and critical path method

Course Outcomes

At the end of the course students will be able to

CO1: Develop a general understanding of the Operational Research (OR) approach to

decision making.

CO2: Understand the basic ideas behind each analytical tool.

CO3: Identify the best technique to solve a specific problem.

CO4: Solve the problems using special solutions algorithms.

CO5: Set up decision models and use some solutions methods for nonlinear optimization problems.

References

1. Barry Render Ralph M., Stair Michael and E. Hanna, (2008), *Quantitative Analysis for Management*, Dorling Kindersley (India) Pvt. Ltd., New Delhi.
2. Frederick Hillier and Gerald Lieberman, (2005), *Introduction to Operations Research*, McGraw Hill, New Delhi.
3. Gupta, P.K. and D.S. Hira, (2004), *Operations Research*, Sultan Chand and Sons, New Delhi.
4. Hamdy A. Taha, (2018), *Operations Research – An Introduction*, Dorling Kindersley (India) Pvt. Ltd., New Delhi.
5. KantiSwarup, P.K. Gupta, and Manmohan,(2014), *Introduction to Operations Research*, Sultan Chand and Sons, New Delhi.
6. Paul A. Jensen and Jonathan F. Bard, (2008), *Operations Research Models and Methods*, Willey Blackwell, UK.
7. Taha, H.A.,(2005),*Operations Research- An Introduction*, Prentice Hall, New Delhi
8. Taha, H.A., (1982), *Operations Research – An Introduction*, Macmillan India Ltd., New Delhi.
9. Vohra,N.D.,(2006),*Quantitative Techniques in Management*, McGraw Hill, New Delhi.
10. Wagner,H.M.,(2005),*Principles of Operation Research*, Prentice Hall, New Delhi.

CO – PSO – PO Mapping

	PSO1	PSO2	PSO3	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	X		X	X			X						X
CO2		X	X	X	X								X
CO3		X			X		X						X
CO4	X						X			X			X
CO5			X					X	X				X

ABM 813 Management Information Systems (3+0)

Learning Objective

- To develop an understanding and utility of MIS.
- To focus on imparting knowledge of the basic concepts, development, functions and usage of MIS.

Theory

Unit I: MIS - Basics

The concept of MIS – Definition, importance, advantages and challenges - information systems in organizations – role of internet and web - classification of information system for organizations - office automationsystems, transaction processing systems, decision support system, executive support system, knowledge based expert system.

Unit II:Data and information

Introduction – measuring data, information as a resource, information in organizational functions - types of information technology, types of information system - transaction processing systems – management information systems. Decision making and communication – introduction, decision making with MIS. Tactical decisions – operational decisions – strategic decisions – communication in organizations – types of communication – examples of communication in organizations and decision making with communication technology.

Unit III: Application of MIS

Applications of MIS in the areas of human resource management, financial management, production/operations management, materials management, marketing management. Development of MIS for an organization –concept and stages of System Development Life Cycle. Business process integration – business process – enterprise resource planning systems – finance and accounting module – human resource management module – manufacturing and operations module – sales and marketing module.

Unit IV: Information Technology

Concept, applications, advantages and pre-requisites, choice of information technology, social and legal dimension of IT – information systems and competitive strategy – value chain – information systems plan – vendor coordination – technology updates –return on investment. Supply chain management systems, customer relationship management systems, challenges of enterprise systems implementations – international information systems.

Unit V:E-commerce

Introduction - e commerce technology – electronic data interchange – online payment technology – mobile commerce – e commerce portal – search engines – direct selling auctions – aggregators – e business.Decision support systems – introduction, understanding DSS – MIS and DSS – decision making – types of decision, analytics and business intelligence. **Current streams of thought**

Theory lecture schedule

1. MIS – concept of MIS, definition, importance
2. Advantages and challenges
3. Information systems in organizations
4. Role of internet and web
5. Classification of information system for organizations
6. Office automation systems
7. Transaction processing systems
8. Decision support system
9. Executive support system
10. Knowledge based expert system
11. Data and information– introduction, measuring data
12. Information in organizational functions
13. Types of information technology
14. Types of information system
15. Transaction processing systems
16. Management information systems
17. Decision making and communication – introduction
18. Decision making with MIS
19. Tactical decisions
20. Operational decisions
21. Strategic decisions
22. Communication in organizations
23. Types of communication
24. Examples of communication in organizations
25. Decision making with communication technology
26. **Mid Semester Examination**
27. Applications of MIS in Human Resource Management
28. Financial Management
29. Production/Operations Management
30. Materials Management
31. Marketing Management
32. Development of MIS for an organization – concept
33. Stages of System Development Life Cycle
34. Business process integration
35. Enterprise resource planning systems
36. Finance and accounting module
37. Human resource management module
38. Manufacturing and operations module
39. Sales and marketing module
40. Information Technology - concept, applications
41. Advantages and pre-requisites, choice of information technology
42. Social and legal dimension of IT
43. Information systems and competitive strategy – value chain
44. Information systems plan – vendor coordination – technology updates – return on investment

45. Supply chain management systems
46. Customer relationship management systems, challenges of enterprise systems implementations
47. International information system
48. E-commerce technology – electronic data interchange online payment technology – mobile commerce – e commerce portal – search engines
49. Direct selling auctions – aggregators – e business
50. Decision support systems – introduction, understanding DSS – MIS and DSS
51. Decision making – types of decision, analytics and business intelligence.

Course Outcomes

At the end of the course students will be able to

CO1: Understand of the MIS approach to decision making.

CO2: Understand the basic ideas behind each analytical tool.

CO3: Identify the best technique to make a decision related agri business problems

CO4: Understand the e-commerce technique.

CO5: Understand customer relationship to increase market potential

References

1. Goyal, D.P., (2014), *Management Information Systems – Managerial Perspective,* Vikas Publishing Company, New Delhi.
2. Gupta, A.K., (2013), *Management Information Systems,* Sultan Chand and Sons, New Delhi.
3. James A., O. Brien, George M. Marakas and Ramesh Behl, (2017), *Management Information Systems*, McGraw Hill, New Delhi.
4. Kenneth C. Laudon and Jane P. Laudon, (2017), *Management Information Systems*, Pearson Publishers, UK.
5. Lauden and Lauden, (2003),*Management Information System*, Pearson Educations, UK.
6. Poonam Kumar, (2012), *Management Information Systems*, Enkay Publishing House, New Delhi.
7. Sadagopan, S., (2014), *Management of Information Systems,* Prentice Hall of India, New Delhi.
8. Sahil Raj, (2013), *Management Information Systems*, McGraw Hill, New Delhi.
9. Stephen Haag, (2012), *Management Information Systems for the Information Age*,

McGraw-Hill, New Delhi.

10. Waman, S. Jawadekar, (2015), *Management Information Systems,* McGraw Hill, New Delhi.

CO – PSO – PO Mapping

	PSO1	**PSO2**	**PSO3**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**P10**
CO1	X		X	X			X						X
CO2		X	X	X	X								X
CO3		X			X		X						X
CO4	X						X			X			X
CO5			X					X	X				X

ABM 814 Advances in Business Economics (2+1)

Learning Objective

- To impart the students the latest developments and advances in business economics.

Theory

Unit-I: Theory of Consumption

Theories of consumer behavior - Recent developments in the theory of market demand – dynamic version – demand functions –Linear expenditure System (LES) – Almost Ideal Demand System Model.

Unit-II: Theory of production

Production functions – returns to scale – law of variable proportion – technical progress and production functions – theory of costs and business applications of cost analysis.Risk analysis.

Unit-III: Theory of the firm

Perfect and imperfect markets – equilibrium of firm and pricing under dynamic changes in demand and costs – criticism of neo-classical theory of the firm – managerial and behavioural theories of firm.

Unit-IV; Strategic behaviour, information and externalities

Game theory and strategic behaviour – asymmetric information and decision making– network externalities – markets with network externalities – implication for business.

Unit-V: Macro environment of business

National income – its determinants, aggregate consumption function and multiplier – income level and consumption spending hypotheses – concept and phases of business cycle.Inflation –price indices and policies – impact of fiscal policies and monetary policies on business environment. **Current streams of thought**

Practical

Review of theory of consumer behaviour – calculation of elasticities and business applications – derivation of demand functions – derivation of supply functions – producer and consumer surplus and business implications – estimation of production function – least cost combination – derivation of cost curves from production function – risk analysis – equilibrium prices under different market conditions – monopoly, monopolistic competition and oligopoly– computation of factor prices and factor shares – analysis of trends in national income – inflation – calculation of price indices and policies – impact of fiscal policies on business environment – impact of monetary policies on business environment.

Theory lecture schedule

1. Theories of consumer behavior
2. Theory of market demand - introduction
3. Recent developments in the theory of market demand – dynamic version
4. Demand functions –types and forms
5. Linear expenditure System (LES)
6. Almost Ideal Demand System Model
7. Theory of production – introduction
8. Production functions – types and forms
9. Returns to scale
10. Law of variable proportion
11. Technical progress and production functions
12. Theory of costs and business applications of cost analysis
13. Risk analysis
14. Theory of the firm – introduction
15. Perfect and imperfect markets
16. Equilibrium of firm under different situations
17. Pricing under dynamic changes in demand and costs
18. **Mid Semester Examination**
19. Criticism of neo-classical theory of the firm
20. Managerial and behavioural theories of firm
21. Strategic behavior - information and externalities
22. Game theory and strategic behaviour
23. Asymmetric information and decision making
24. Network externalities – markets with network externalities
25. Micro environment of business
26. Macro environment of business
27. National income – its determinants
28. Aggregate consumption function and multiplier
29. Income level and consumption spending hypotheses
30. Phases of business cycle
31. Inflation –types, trend and impact of inflation on business growth
32. Price indices and policies
33. Impact of fiscal policies on business environment
34. Impact of monetary policies on business environment.

Practical schedule

1. Review of theory of consumer behaviour
2. Calculation of elasticities and business applications
3. Derivation of demand functions
4. Derivation of supply functions
5. Producer and consumer surplus and business implications
6. Estimation of production function
7. Least cost combination
8. Derivation of cost curves from production function
9. Risk analysis

10. Equilibrium price under monopoly market condition
11. Equilibrium price under monopolistic competition
12. Equilibrium price under oligopoly
13. Computation of factor prices and factor shares
14. Analysis of trends in national income
15. Inflation – calculation of price indices
16. Impact of fiscal policies on business environment
17. Impact of monetary policies on business environment.

Course Outcomes

At the end of the course students will be able to

CO1: To characterize different agribusiness.

CO2: Analyze operations of markets under varying competitive conditions.

CO3: Analyze the ethical and social justice dimensions of market and policy outcomes.

CO4: Apply game theories

CO5: Analyse macro environment in agri business

References

1. Bishop, M., (2004),*Privatization and Economic Performance*, Oxford University Press, New Delhi.
2. Dwivedi, D.N., (2002*), Managerial Economics*, Tata McGraw Hill, New Delhi.
3. Gupta, G.S., (1997), *Managerial Economics*, Tata McGraw Hill, New Delhi.
4. Hendrikse, G., (2003), *Economics and Management of Organizations: Co-ordination, Motivation and Strategy*, McGraw-Hill, New Delhi.
5. Jayaprakash Reddy R, (2004), *Advanced Business Economics*, APH Publishing Corporation, New Delhi.
6. Jhingan, M.L., (2001), *Macro Economic Theory*, Konark Publishers, Pvt. Ltd., Chennai.
7. Manker V.G., (2004), *Business Economics*, Macmillan Publishing India Ltd, New Delhi.

8. Mehtha, P.L., (2000), *Managerial Economics – Analysis, Problems and Cases*, Sultan Chand and Sons., New Delhi.
9. Milgrom, P, and J. Roberts, (2002), *Economics, Organizations and Management*, Prentice Hall of India, New Delhi.
10. Sankaran, (2001), *Business Economics*, Progressive Corporation Pvt. Ltd., Bombay.

CO – PSO – PO Mapping

	PSO1	**PSO2**	**PSO3**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**P10**
CO1	X		X	X									X
CO2		X	X				X		X				X
CO3		X			X		X						X
CO4	X				X					X			X
CO5			X			X			X				X

ABM 821 Financial Management and Project Analysis (2+1)

Learning Objective

- To impart knowledge on advanced financial management tools and techniques and special emphasis on project formulation and management.

Theory

Unit-I: Financial functions and decisions

Objective of the firm – sustainable wealth creation. Strategic financial management investment or long term asset mix decisions – liquidity or short term mix decisions – efficiency of capital and money markets – shareholders versus management.

Unit-II: Asset valuation

Valuation of equity shares, preference shares, debentures and bonds, convertible securities. Approaches to valuations - earnings dividend growth model. Net asset value – meaning and interpretation.

Unit-III; Financial and profit analysis

The theory of capital structure – long and short term finance implications debt and equity – leasing versus borrowing – foreign finance – analysis of changes in financial position – cost – volume – profit analysis and operating leverage – break-even analysis, profit planning – fund flow and cash flow analysis.

Unit-IV: Project appraisal

Capital budgeting decisions – capital assets – replacement and acquisition – capital budgeting techniques – project life cycle – capital rationing – possibility of abandonment or expansions – impact of inflation – net work techniques – social cost benefit analysis – environment impact assessment – mutually exclusive projects.

Unit-V: Financial risk management

Risk assessment – risk aversion with many commodities – measures of risk aversion in the small and the large firms – their economic consequences – an aggregation theorem for securities markets – portfolio allocation with many risky assets – the role of securities in the optimal allocation of risk bearing – economic equilibrium under uncertainty – investment decisions under uncertainty – capital asset pricing model – the valuation of risky assets and the selection of risky investments in stock portfolios and capital budgets – incomplete financial markets – management of working capital – accounts receivable – inventories – accounts payable – overall working capital strategy. **Current streams of thought**

Practical

Capital efficiency evaluation – asset valuation – approaches to valuation – earnings dividend growth model – valuation of net asset – cost – volume profit analysis and operating leverage – capital budgeting techniques – capital rationing – analysis of impact of inflation on investment – risk assessment – economic equilibrium under uncertainty – Investment decision

under uncertainty – capital asset pricing model – valuation of risky assets – working capital management – net working techniques – social cost benefit analysis – environment impact assessment – analysis of mutually exclusive projects.

Theory lecture schedule

1. Financial functions and decisions
2. Objective of the firm – sustainable wealth creation
3. Strategic financial management investment or long term asset mix decisions
4. liquidity or short term mix decisions
5. efficiency of capital and money markets
6. shareholders versus management
7. Asset valuation
8. Valuation of equity shares, preference shares, debentures and bonds, convertible securities.
9. Approaches to valuations
10. earnings dividend growth model
11. Net asset value – meaning and interpretation
12. Financial and profit analysis
13. Theory of capital structure
14. Long and short term finance implications
15. Debt and equity – leasing versus borrowing
16. Foreign finance – analysis of changes in financial position
17. Cost – volume – profit analysis and operating leverage
18. **Mid Semester Examination**
19. Break-even analysis, profit planning – fund flow and cash flow analysis
20. Project appraisal - capital budgeting decisions – capital assets – replacement and acquisition
21. Capital budgeting techniques
22. Project life cycle, capital rationing – possibility of abandonment or expansions, impact of inflation
23. Net work techniques
24. Social cost benefit analysis
25. Environment impact assessment, mutually exclusive projects
26. Financial risk management- assessment – risk aversion with many commodities
27. Measures of risk aversion in the small and the large firms – their economic consequences
28. Aggregation theorem for securities markets – portfolio allocation with many risky assets – the role of securities in the optimal allocation of risk bearing
29. Economic equilibrium under uncertainty
30. Investment decisions under uncertainty – capital asset pricing model
31. Valuation of risky assets and the selection of risky investments in stock portfolios and capital budgets
32. Incomplete financial markets
33. Management of working capital – accounts receivable
34. Inventories – accounts payable – overall working capital strategy

Practical schedule

1. Capital efficiency evaluation
2. Asset valuation
3. Approaches to valuation
4. Earnings dividend growth model
5. Valuation of net asset
6. Cost – volume profit analysis and operating leverage
7. Capital budgeting techniques
8. Capital rationing
9. Analysis of impact of inflation on investment
10. Risk assessment
11. Economic equilibrium under uncertainty
12. Investment decision under uncertainty
13. Capital asset pricing model
14. Valuation of risky assets
15. Working capital management
16. Networking techniques
17. Analysis of mutually exclusive projects.

Course Outcomes

At the end of the course students will be able to

CO1: Analyze financial statements using standard financial ratios.'

CO2: Identify major domestic financial management tools, techniques and practices.

CO3: Identify relevant cash flows for capital budgeting.

CO4: Analyse mutually exclusive projects

CO5: Assess and manage risk in agri business

CO – PSO – PO Mapping

	PSO1	PSO2	PSO3	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	X		X	X			X		X				X
CO2		X	X				X		X				X
CO3		X			X								X
CO4	X						X			X			X
CO5			X					X	X				X

References

1. Chandra, P., (2000), *Financial Management*, Tata McGraw Hill, New Delhi.
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ABM 822 Human Resource Management and Organizational Behaviour (2+1)

Learning Objectives

- To make scholars to be aware of the advancements in human resource Management
- To analyseresearch techniques with special reference to agribusiness sector.

Theory

Unit-I: Human Resource Management

Evolution of HRM – growth of HRM in the new millennium – systems approach to HRM – impact of technology on HRM – strategic HRM and competitive advantage – human resource planning and assessment.

Unit-II: Recruitment, selection, training and development

Job designing – concept – designing jobs to meet the needs of employer and employee – e-recruitment and their merits and demerits – strategies of recruitment – recruiting diverse work force – recent trends in recruitment – use of psychometric tests in selection – HR outsourcing and its impact on human resource practices – need and importance of training – checklist – areas and types of training – training need assessment – evaluation methods of training methods – recent trends in training – management development – need and methods of management development.

Unit-III: Career and performance management

Career development – career planning and development process – roles in career planning – management of career paths – standard of performance – performance metric – designing metrics – HR valuation – dimensions of performance – performance appraisal – methods – errors and biases – performance counselling – competency modelling.

Unit-IV: Understanding behaviour in organizations

Theories of behaviour – personality determinants and assessment – perceptual process – attitude and values measurement and application – expectancy theory – comparison of Maslow's and Alderfer's ERG theory. Predicting and controlling behaviour. Emotional intelligence and big five model personality. Groups and group dynamics. Team building research in team building – leadership – perspective theories and research domains. Communication, negotiation, NLP and conflict resolution strategies.

Unit-V; Organization culture

Organization culture, structure and organizational development – organizational effectiveness – cross cultural issues and impact of globalization on organizational behaviour.

Current streams of thought

Practical

Application of HR forecasting techniques – testing the reliability and validity of psychometric tests – training needs assessment – evaluation methods of training – application of job evaluation methods – designing effective performance appraisal system – developing a competency model – establishing and fixing compensation – valuation of human capital - Lev & Schwartz model – tackling union issues – case studies – critical analysis on case studies of various corporate on the issues of HRM – identification of research problem, reviewing the current research on HRM –presentation and writing articles – project work on HR issues – applications of management and behavioural sciences – personality determinants and

assessment – emotional intelligence and big five model of personality – assessment of organizational effectiveness.

Theory lecture schedule

1. Human Resource Management – introduction
2. Evolution of HRM – growth of HRM in the new millennium
3. Systems approach to HRM
4. Impact of technology on HRM – strategic HRM and competitive advantage
5. Human resource planning and assessment
6. Recruitment, selection, training and development
7. Job designing – concept – designing jobs to meet the needs of employer and employee – e-recruitment and their merits and demerits
8. Strategies of recruitment – recruiting diverse work force – recent trends in recruitment
9. Use of psychometric tests in selection
10. HR outsourcing and its impact on human resource practices
11. Need and importance of training – checklist – areas and types of training
12. Training need assessment – evaluation methods of training methods – recent trends in training
13. Management development – need and methods of management development
14. Career and performance management
15. Career development – career planning and development process
16. Roles in career planning – management of career paths
17. Standard of performance – performance metric – designing metrics
18. **Mid Semester Examination**
19. HR valuation – dimensions of performance
20. Performance appraisal – methods – errors and biases
21. Performance counseling – competency modeling
22. Understanding behaviour in organizations
23. Theories of behaviour – personality determinants and assessment
24. Perceptual process – attitude and values measurement and application
25. Expectancy theory – comparison of Maslow's and Alderfer's theory
26. Predicting and controlling behavior
27. Emotional intelligence and big five model personality
28. Groups and group dynamics
29. Team building research in team building – leadership
30. Perspective theories and research domains
31. Communication, negotiation, NLP and conflict resolution strategies
32. Organization culture, structure and organizational development
33. Organizational effectiveness – cross cultural issues
34. Impact of globalization on organizational behaviour

Practical schedule

1. Application of HR forecasting techniques
2. Testing the reliability and validity of psychometric tests
3. Training needs assessment
4. Evaluation methods of training
5. Application of job evaluation methods

6. Designing effective performance appraisal system
7. Developing a competency model
8. Establishing and fixing compensation
9. Valuation of human capital - Lev & Schwartz model
10. Critical analysis on case studies of various issues of HRM
11. Identification of research problem
12. Reviewing the current research on HRM
13. Project work on HR issues
14. Applications of management and behavioural sciences
15. Personality determinants and assessment – emotional intelligence
16. Big five model of personality –
17. Assessment of organizational effectiveness.

Course Outcomes

At the end of the course students will be able to

CO1: Apply current and emerging information technologies to support the human resource.

CO2: Understand role and status of trade unions.

CO3: Identify various welfare measures taken by agro industries for the benefit of their workers.

CO4: Analyze individual and group behavior.

CO5: Understand the implications of organizational behavior on the process of management.

CO – PSO – PO Mapping

	PSO1	PSO2	PSO3	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	X		X	X	X								X
CO2		X	X	X									X
CO3		X			X								X
CO4	X						X			X			X
CO5			X				X		X				X

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ABM 823 Agribusiness Sector Analysis (2+1)

Learning Objectives

- To update the scholars with various advancements in agribusiness sector
- To expose with needed management strategies
- To enhance performance of agro industries in the domestic and international contexts

Theory

Unit-I: Agri-Input Sector

Market structure – nature of competition – pricing – subsidy – government intervention for agri-inputs. Seeds – growth, issues and policies. Fertilizer – issues, supply, subsidy – micronutrients, pesticides – market for new fertilisers, herbicides and bio-control – market for machineries and implements. Food processing and bio-energy – market, subsidy and policies.

Unit-II: Food processing and manufacturing sectors

Trends in food processing and manufacturing – management problems of food processors – trends in food retail and wholesaling – specialization and diversification in food markets. Organic food industry in India – sugar, dairy and poultry sectors – issues and prospects.

Unit-III: Agri services

Agri-business consultancy and technology transfer, finance (venture capital, microfinance) – marketing services – research and development in agribusiness industries. Private sector initiatives in agri-service sectors – agribusiness information portals – nature of information offered and spread. Certification agencies in organic agriculture – food safety. Publications and periodicals in agribusiness.

Unit-IV: Exports and imports

Exports and imports of agricultural commodities – government policies on export and import of agricultural commodities – WTO regulations related to agribusiness and its implication on agribusiness industries.

Unit-V: Environment analysis

Economic environment and agribusiness development, climate change and agribusiness development – IPR and other regulations and agribusiness development. Government intervention – policies – agribusiness development. Public private partnership models for agribusiness development. Infrastructure and agribusiness development. **Current streams of thought**

Practical

Identifying agribusiness opportunities – market structure, conduct and performance analysis model – Porter's five forces model on competitiveness – seed sector analysis – sector analysis of fertilizer, pesticides, farm machineries, irrigation systems, non-conventional energy systems – brand management for processed food products – farmers' preference for agri consultancy firms – capital requirement assessment for agribusiness ventures – marketing services – policy analysis for agribusiness development – impact analysis of climate change and implications for agribusiness – analysis of infrastructure requirement for agribusiness.

Theory lecture schedule

1. Agri-input Sector – introduction
2. Market structure – nature of competition
3. Pricing – subsidy – government intervention for agri-inputs
4. Seeds – growth, issues and policies
5. Fertilizer – issues, supply, subsidy
6. Micronutrients, pesticides – market for herbicides and bio-control
7. Market for machineries and implements
8. Food processing and bio-energy – market, subsidy and policies
9. Food processing and manufacturing sectors
10. Trends in food processing and manufacturing
11. Management problems of food processors
12. Trends in food retail and wholesaling
13. Specialization and diversification in food markets
14. Organic food industry in India – sugar
15. Dairy and poultry sectors – issues and prospects
16. Agri services - agri-business consultancy
17. Technology transfer, finance (venture capital, microfinance)
18. **Mid Semester Examination**
19. Marketing services
20. Research and development in agribusiness industries
21. Private sector initiatives in agri-service sectors
22. Agribusiness information portals - nature of information offered and spread
23. Certification agencies in organic agriculture – food safety
24. Publications and periodicals in agribusiness
25. Exports and imports of agricultural commodities
26. Government policies on export of agricultural commodities
27. Government policies on import of agricultural commodities
28. WTO regulations related to agribusiness and its implication on agribusiness industries
29. Environment analysis - economic environment and agribusiness development
30. Climate change and agribusiness development
31. IPR and other regulations and agribusiness development
32. Government intervention – policies – agribusiness development
33. Public private partnership models for agribusiness development
34. Infrastructure and agribusiness development

Practical schedule

1. Identifying agribusiness opportunities
2. Market structure, conduct and performance analysis model
3. Porter's five forces model on competitiveness
4. Seed sector analysis
5. Sector analysis of fertilizer
6. Sector analysis of pesticides
7. Sector analysis of farm machineries
8. Sector analysis of irrigation systems
9. Analysis of non-conventional energy systems
10. Brand management for processed food products

11. Farmers' preference for agri consultancy firms
12. Capital requirement assessment for agribusiness ventures
13. Marketing services
14. Policy analysis for agribusiness development
15. Impact analysis of climate change and implications for agribusiness
16. Analysis of infrastructure requirement for agribusiness
17. Case studies

Course Outcomes

At the end of the course students will be able to

CO1: Analyze the agri-input sector.

CO2: Know about the agri services regarding agribusiness consultancy and technology.

CO3: Know about the government policies on export and import of agricultural commodities.

CO4: Identify the impact of globalization on agricultural development

CO5: Design PPP model for agri business development

CO – PSO –PO Mapping

	PSO1	PSO2	PSO3	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	X		X	X			X						X
CO2		X	X				X						X
CO3		X			X								X
CO4	X									X			X
CO5			X				X		X				X

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ABM824 Advances in Food Retail Management (2+1)

Learning Objective

- To assist students in understanding the structure and working of food marketing system in India
- To examine how the system affects farmers, consumers and middlemen
- To illustrate the response of this dynamic marketing system to technological, socio-cultural, political and economic forces over time.

Theory

Unit I: Retail market - introduction

Introduction to international food market, India's competitive position in world food trade, foreign investment in global food industry, retail management and food retailing, The nature of change in retailing, organized retailing in India, e-retailing and understanding food preference of Indian consumer, food consumption and expenditure pattern, demographic and psychographic factors affecting food pattern of Indian consumer.

Unit II: Food retailing

Value Chain in food retailing**,** principal trends in food wholesaling and retailing, the changing nature of food stores, various retailing formats, and pricing in food retailing, market implications of new retail developments, value chain and value additions across the chain in food retail, food service marketing.

Unit III: Marketing management

4 P's in food retail management**,** brand management in retailing, merchandise pricing, pricing strategies used in conventional and non-conventional food retailing, public distribution system, promotion mix for food retailing, management of sales promotion and publicity, advertisement strategies for food retailers.

Unit IV: Logistics management

Managing retail operations**,** managing retailers' finances, merchandise buying and handling, merchandise pricing, logistics, procurement of food products and handling transportation of food products.

Unit V: Retail sales management

Types of retail selling, salesperson selection, salesperson training, evaluation and monitoring, customer relationship management, managing human resources in retailing, legal and ethical issues in retailing. **Current streams of thought**

Practical

Assignments on study of nature of changes in retailing, organized retailing in India. Study on types of retailers/ multi channel retailing. Visit to traditional wholesale and retail stores. Study on nature, characteristics and management of food stores. Store layout, design, location and visual merchandising, retail institutions by ownership and franchise, retailing formats-case studies. Practical exercises in merchandise management in retail stores, case studies on marketing mix of retail stores and developing merchandise plans, case studies on inventory management in retail stores. Case studies on logistics management in retailing. Visit to organized retail-stores to study retail administration. Study on promotion mix of retail stores and sales management, case studies on financial management in retail stores.

Study on fresh food retail logistics. Study on the inventory control of Fast Moving Consumer Goods, practical exercises in customer relationship and customer service management in retail stores-case studies. Exercises on retailing evaluation, monitoring and control in food retailing. Case studies in e-retailing - nature, scope and market potential.

Theory lecture schedule

1. Retail market –introduction to international food market
2. India's competitive position in world food trade
3. Foreign investment in global food industry
4. Retail management and food retailing
5. Nature of change in retailing
6. Organized retailing in India, e-retailing and understanding food preference of Indian consumer
7. Food consumption and expenditure pattern
8. Demographic and psychographic factors affecting food pattern of Indian consumer
9. Food retailing - introduction
10. Value chain in food retailing
11. Principal trends in food wholesaling and retailing
12. Changing nature of food stores, various retailing formats, and pricing in food retailing
13. Market implications of new retail developments
14. Value chain and value additions across the chain in food retail
15. Food service marketing
16. Marketing management- 4 P's in food retail management
17. Brand management in retailing
18. **Mid Semester Examination**
19. Merchandise pricing
20. Pricing strategies used in conventional food retailing
21. Pricing strategies used in non-conventional food retailing
22. Public distribution system
23. Promotion mix for food retailing
24. Management of sales promotion and publicity
25. Advertisement strategies for food retailers
26. Logistics management- managing retail operations
27. Managing retailers' finances
28. Merchandise buying and handling
29. Merchandise pricing, logistics
30. Procurement of food products and handling, transportation of food products
31. Retail sales management – types of retail selling
32. Sales person selection, salesperson training, evaluation and monitoring, customer relationship management
33. Managing human resources in retailing
34. Legal and ethical issues in retailing

Practical schedule

1. Nature of changes in retailing, organized retailing in India.
2. Study on types of retailers/ multi channel retailing

3. Visit to traditional wholesale and retail stores
4. Study on nature, characteristics and management of food stores
5. Retail institutions by ownership and franchise, retailing formats-case studies
6. Merchandise management in retail stores
7. Case studies on marketing mix of retail stores and developing merchandise plans
8. Case studies on inventory management in retail stores
9. Case studies on logistics management in retailing
10. Visit to organized retail-stores to study retail administration
11. Study on promotion mix of retail stores and sales management
12. Case studies on financial management in retail stores
13. Study on fresh food retail logistics.
14. Study on the inventory control of Fast Moving Consumer Goods
15. Customer relationship and customer service management in retail stores-case studies
16. Case studies on retailing evaluation, monitoring and control in food retailing
17. Case studies in e-retailing-nature, scope and market potential.

Course Outcomes

At the end of the course students will be able to

CO1: Analyze the agri-output sector.

CO2: Know about the organized and unorganised retail stores.

CO3: Know about the government policies on fast moving consumer goods

CO4: Identify the impact of globalization on food retail sector

CO5: Know the logistics management in retailing

CO – PSO –PO Mapping

	PSO1	PSO2	PSO3	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	X		X	X			X						X
CO2		X	X				X						X
CO3		X			X								X
CO4	X									X			X
CO5			X				X		X				X

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ABM 815 Supply Chain and Logistics Management in Agribusiness (2+1)

Learning Objectives

- To expose the scholars to various research prospects advancements available in supply chain
- To understand logistic management in agri business

Theory

Unit-I: Supply chain management

Supply Chain Management (SCM) – metrics/drivers and obstacles – SCM networks – distribution network – SC Inventories – inventory planning with known and uncertain demand – coordination in SCM – bullwhip effect – green and global supply chains.

Unit-II: Procurement management in agribusiness industries

Role of purchasing in business – purchasing control – budgeting – sourcing, quality control – contract buying, state and institutional purchasing, international buying, make or buy, negotiations, value analysis – measuring purchasing performance. Strategic purchasing management – developing lean supply, partnership sourcing – network sourcing, benchmarking – role of information technology in purchasing.

Unit-III: Performance measurement, controls and information technology for SCM

Performance modelling of supply chains using different techniques – mathematical programming models for supply chain planning, design, and optimization – best practice supply chain solutions – internet enabled supply chains web services, supply chain automation and integration.

Unit-IV: Commodity market analysis

Food grain markets – markets for fruits and vegetables – commodity market analysis – rice, wheat, spices, cotton, sugar, palmolein , turmeric, groundnut oil, maize – futures and option market in agriculture – seasonal commodity patterns – risk management in agriculture. Commodity markets – structural models of commodity price.

Unit-V: Logistics management

Organizing logistics function – measurement of performance of logistics functions – logistics operation, its importance and effectiveness – integrated logistics management – third party alliance – multimodaltransport system in India.Warehousing – classes of warehouse, functions and operations of a warehouse – third party logistics. **Current streams of thought**

Practical

Supply chain performance measurement – inventory planning with known and uncertain demand – bullwhip effect – quality management – value chain analysis measurement and analysis of customer satisfaction – mathematical programming models for supply chain planning, design, and optimization – supply chain integration – commodity markets – fundamental and technical analysis – customer relationship management – case study on warehousing and logistics management.

Theory lecture schedule

1. Supply chain management – introduction
2. Metrics/drivers and obstacles
3. SCM networks – distribution network
4. SC Inventories – inventory planning with known and uncertain demand
5. Coordination in SCM – bullwhip effect
6. Green and global supply chains
7. Procurement management in agribusiness industries
8. Role of purchasing in business – purchasing control
9. Budgeting – sourcing, quality control
10. Contract buying, state and institutional purchasing
11. International buying, make or buy, negotiations
12. Value analysis – measuring purchasing performance
13. Strategic purchasing management
14. Developing lean supply, partnership sourcing – network sourcing, benchmarking
15. Role of information technology in purchasing
16. Performance measurement, controls
17. Information technology for SCM
18. **Mid Semester Examination**
19. Performance modeling of supply chains using different techniques
20. Mathematical programming models for supply chain planning, design, and optimization
21. Best practice supply chain solutions
22. Internet enabled supply chains web services
23. Supply chain automation and integration
24. Commodity market analysis- food grain markets
25. Markets for fruits and vegetables
26. Commodity market analysis – rice, wheat, spices, cotton,
27. Sugar, palmolein , turmeric, groundnut oil, maize
28. Futures and option market in agriculture – seasonal commodity patterns – risk management in agriculture
29. Structural models of commodity price
30. Logistics management- organizing logistics function
31. Measurement of performance of logistics functions
32. Logistics operation, its importance and effectiveness
33. Integrated logistics management – third party alliance – multimodal transport system in India.
34. Warehousing – classes of warehouse, functions and operations of a warehouse – third party logistics.

Practical schedule

1. Supply chain performance measurement
2. Inventory planning with known and uncertain demand
3. Bullwhip effect
4. Quality management
5. Value chain analysis
6. Measurement and analysis of customer satisfaction
7. Mathematical programming models for supply chain planning, design, and optimization
8. Supply chain integration
9. Future market
10. Commodity markets – food grains
11. Commodity markets – horticultural products

12. Commodity market – dairy products
13. Commodity market – poultry products
14. Fundamental and technical analysis
15. Customer relationship management
16. Case study on warehousing management
17. Case study on logistics management

Course Outcomes

At the end of the course students will be able to

CO1: Apply logistics and purchasing concepts to improve supply chain operations.

CO2: Identify and assess trade off between the three by areas of transportations, inventory and warehouse.

CO3: Recommendactionable plans and strategies.

CO4: Analyse food grain markets

CO5: Identify effective logistic management system

CO –PSO – PO Mapping

	PSO1	PSO2	PSO3	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	X		X	X			X						X
CO2		X	X				X						X
CO3		X			X								X
CO4	X						X			X			X
CO5			X						X				X

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ABM 825 International Trade and Intellectual Property Rights (2+1)

Learning Objectives

- To inculcate the students a thorough knowledge on various aspects of international trade and intellectual property rights
- To prepare them to meet the challenges of agrl. sector in the present WTO regime

Theory

Unit-I: International trade – concepts

Basic concepts – classical trade theory – introduction to neo-classical trade theory – supply side analysis – opportunity cost: trade under increasing opportunity costs-factor endowments; trade and factor prices – factor price equalization. Demand side analysis; community indifference curves-demand and international trade-integration of demand and supply-offer curve analysis - general equilibrium-equilibrium in product and factor markets.

Unit-II: Theories in international trade

Application of trade theory-terms of trade – supply and demand shifts-technological change – factor supplies and trade; factor intensities; transport costs, location – trade with many goods and countries; Leontief paradox; human skills; technological gaps-product cycle – scale economies. Trade policies – instruments, impacts of trade policies – economic integration and regional groupings-introduction to international finance-balance of trade and balance of payments-foreign exchange market – transactions, determination of foreign exchange rates.

Unit-III: International trade organizations

International economic organizations – IMF, World Bank, IDA , IFC, ADB – their role in international trade and terms of trade-international trade agreements. Uruguay round – GATT, WTO – their role in promotion of trade. Agricultural export and import policies of India – role of State Trading Corporation– export promotion organizations-Export Promotion Zones (EPZ) – Agricultural Export Zones (AEZ) – EXIM bank.

Unit-IV: Intellectual property rights – meaning and concepts

Introduction to IPR – benefits of IPR – environment implications of IPR – status of India's IPR registration – TRIPS – WIPO – laws and acts related to IPR – Indian patent act – trademark act – geographical indications of good act – designs act – international intellectual property law – registration of plant varieties and essentially derived variety – license – tribunal – patent office – role of department of industrial policy and promotion - protection of plant varieties and farmers' rights act.

Unit-V: IPR in agriculture

IPR in agriculture – patents and copyrights – patents – patent system in India – designs – copyrights – trademark – geographical indications – India's plant variety bill – patent disputes – complete specification – bio piracy – patenting of microbiological inventions – bio safety protocol – economic implications of genetically modified organisms. **Current streams of thought**

Practical

Assessing the performance and export marketing strategies for fruits and vegetables, cut flowers, tea, coffee and medicinal and aromatic plants – market composition of commodity export – major destination and export instability – Markov chain analysis - export competitiveness – prices and non-price factors – import restraint and their impact on export – visiting a manufacturing center and observe production, packaging, quality control, labelling, method of pricing etc. –procedures for applying the patent application – case studies on basmati rice, turmeric, Bt cotton, Darjeeling tea, Kondapalli toys, Madurai jasmine etc. – direction of trade – India's foreign trade policy

Theory lecture schedule

1. International trade – basic concepts
2. Classical trade theory
3. Introduction to neo-classical trade theory
4. Supply side analysis: opportunity cost- trade under increasing opportunity costs
5. Factor endowments; trade and factor prices – factor price equalization
6. Demand side analysis; indifference curves-demand and international trade
7. Integration of demand and supply-offer curve analysis
8. General equilibrium-equilibrium in product and factor markets
9. Theories in international trade
10. Application of trade theory-terms of trade
11. Supply and demand shifts-technological change
12. Factor supplies and trade; factor intensities
13. Transport costs, location
14. Trade with many goods and countries - Leontief paradox
15. Human skills, technological gaps
16. Product cycle – scale economies
17. Trade policies – instruments, impacts of trade policies
18. **Mid Semester Examination**
19. Economic integration and regional groupings
20. Introduction to international finance - balance of trade and balance of payments
21. Foreign exchange market – transactions, determination of foreign exchange rates
22. International trade organizations
23. International economic organizations – IMF, World Bank
24. IDA , IFC, ADB – their role in international trade and terms of trade
25. International trade agreements - Uruguay round – GATT
26. WTO – their role in promotion of trade
27. Agricultural export and import policies of India – role of State Trading Corporation
28. export promotion organizations - Export Promotion Zones (EPZ) – Agricultural Export Zones (AEZ) – EXIM bank
29. Intellectual property rights – meaning and concepts– benefits of IPR – environment implications of IPR

30. Status of India's IPR registration – TRIPS – WIPO – laws and acts related to IPR
31. Indian patent act – trademark act – geographical indications of good act – designs act – international intellectual property law
32. Registration of plant varieties and essentially derived variety – license – tribunal – patent office – role of department of industrial policy and promotion - protection of plant varieties and farmers' rights act
33. IPR in agriculture – patents and copyrights – patents – patent system in India – designs – copyrights – trademark – geographical indications – India's plant variety bill – patent disputes – complete specification
34. Bio piracy – patenting of microbiological inventions – bio safety protocol – economic implications of genetically modified organisms.

Practical schedule

1. Assessing the performance and export marketing strategies for fruits and vegetables
2. Export performance of cut flowers
3. Export performance of tea, coffee
4. Export performance of medicinal and aromatic plants
5. Market composition of commodity export
6. Major destination and export instability
7. Markov chain analysis
8. Export competitiveness – prices and non-price factors
9. Import restraint and their impact on export
10. Visiting a manufacturing center and observe production, packaging, quality control, labeling, method of pricing etc.
11. Procedures for applying the patent application
12. Case studies on basmati rice, turmeric
13. Case studies on Bt cotton, Darjeeling tea
14. Case studies on Kondapalli toys, Madurai jasmine
15. Role of export promotion organisations
16. Direction of trade
17. India's foreign trade policy

Course Outcomes

At the end of the course students will be able to

CO1: Understanding the international business and management

CO2: Understand the procedure to obtain patent rights.

CO3: Know the way to protect extinct varieties.

CO4: Create awareness about geographical indications of goods and commodities.

CO5: Identify the way to commercialize intellectual properties

CO – PSO – PO Mapping

	PSO1	PSO2	PSO3	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	X		X	X									X
CO2		X	X	X									X
CO3		X			X				X				X
CO4	X								X				X
CO5			X				X		X				X

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3. Francis Cherunilam, (2004), *International Economics*, Tata McGraw Hill Publishing Company, New Delhi.
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6. Neeraj Pandey and KhushdeepDharni, (2014), *Intellectual Property Rights*, PHI Learning, New Delhi.
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9. RituDubey., (2007), *Global Marketing and Agricultural Exports*, Regal Publications, New Delhi.
10. Sankaran, S., (2005), *International Trade*, Marghum Publications, Chennai