

MASTER OF BUSINESS ADMINISTRATION (MBA)

AGRIBUSINESS MANAGEMENT

University-Style Curriculum & Syllabus Structure

Programme Duration: 2 Years (4 Semesters)

Total Credits: 80

Examination Pattern: Internal Assessment (30 Marks) + End Semester Examination (70 Marks)

Total Marks per Theory Course: 100

Semester I

Subject Code	Course Title	Credits	Marks Distribution	Total Marks
ABM101	Principles of Management	4	30+70	100
ABM102	Managerial Economics	4	30+70	100
ABM103	Financial Accounting	4	30+70	100
ABM104	Agricultural Economics	4	30+70	100
ABM105	Business Communication	3	30+70	100

Semester II

Subject Code	Course Title	Credits	Marks Distribution	Total Marks
ABM201	Marketing Management	4	30+70	100
ABM202	Human Resource Management	4	30+70	100
ABM203	Agribusiness Marketing	4	30+70	100
ABM204	Agricultural Finance & Banking	4	30+70	100
ABM205	Research Methodology	3	30+70	100

Semester III

Subject Code	Course Title	Credits	Marks Distribution	Total Marks
ABM301	Supply Chain Management in Agriculture	4	30+70	100
ABM302	Food Processing & Value Addition	4	30+70	100
ABM303	Rural Development & Policies	4	30+70	100
ABM304	Agri Export Management	4	30+70	100
ABM305	Summer Internship Report	4	50+50	100

Semester IV

Subject Code	Course Title	Credits	Marks Distribution	Total Marks
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ABM401	Agri Entrepreneurship Development	4	30+70	100
ABM402	Commodity Markets & Price Analysis	4	30+70	100
ABM403	Sustainable Agriculture Management	4	30+70	100
ABM404	Project Dissertation & Viva Voce	8	50+50	100

Course Content Overview

Agribusiness Marketing: Agricultural marketing systems, market channels, pricing, branding, digital agriculture.

Agricultural Finance & Banking: Rural credit, NABARD, farm finance, agricultural insurance.

Supply Chain Management: Procurement, logistics, warehousing, cold-chain management.

Food Processing & Value Addition: Post-harvest management, food safety, quality standards.

Agri Entrepreneurship: Startup development, agritech innovations, business planning.

Project Dissertation: Research project, report writing, presentation, and viva voce.