

Master of Business Administration (Agribusiness Management) MBAABM

School of Agriculture (SOA)

Master of Business Administration (Agribusiness Management), MBAABM programme fosters managerial skills and provides need-based education to enhance efficiency and increase livelihood security. The programme aims to enhance profitability in agriculture and allied sectors and improve the socio-economic conditions of stakeholders by inculcating business management practices.

Programme objectives:

- To generate competent business professionals in agriculture, food, rural, and allied sectors.
- To encourage startups and entrepreneurship among farmers, intermediaries and traders in the agri-business chain.
- To equip business professionals with specific managerial skills.
- To develop expertise in the management of techno-commercial aspects of agribusiness.
- To impart knowledge and expertise to agri-business managers to deal effectively with national development plans, agricultural policies and global trade.

Target group:

- Fresh graduates interested in pursuing career in agribusiness;
- Progressive farmers;
- Traders and intermediaries dealing with agricultural produce and products;
- Technicians and managers in agro-industries and enterprises dealing with agriculture inputs and outputs;
- Startups and Entrepreneurs in agriculture and allied sectors;
- Market researchers and managers; and
- Personnel of government and non-government organizations having a stake in agriculture and allied sectors.

Eligibility: Passed Bachelor Degree of Minimum 3 years duration with at least 50% marks (45% in case of candidates belonging to reserved category as per the norms of Govt. of India).

Medium of Instruction: English

Programme Details:

| Course codes | Title of the Course | Type of Course | Course Credits |
|---------------------|---------------------------------------------------|-----------------------|-----------------------|
| Semester 1 | | | |
| MMPC-001 | Management Functions and Organisational Processes | Theory | 4 |
| MMPC-002 | Human Resource Management | Theory | 4 |
| MMPC-003 | Business Environment | Theory | 4 |
| MMPC-004 | Accounting for Managers | Theory | 4 |

| | | | |
|------------------------------------|--------------------------------------------------------|---------|------------|
| MMPC-005 | Quantitative Analysis for Managerial Applications | Theory | 4 |
| MMPC-006 | Marketing Management | Theory | 4 |
| MMPC-007 | Business Communication | Theory | 4 |
| Semester 2 | | | |
| MMPC- 008 | Information Systems for Managers | Theory | 4 |
| MMPC-009 | Management of Machines and Materials | Theory | 4 |
| MMPC-010 | Managerial Economics | Theory | 4 |
| MMPC-011 | Social Processes and Behavioural Issues | Theory | 4 |
| MMPC-012 | Strategic Management | Theory | 4 |
| MMPC-013 | Business Laws | Theory | 4 |
| MMPC-014 | Financial Management | Theory | 4 |
| Semester 3 | | | |
| MAM-051 | Fundamentals of Agriculture | Theory | 4 |
| MAM-052 | Agribusiness Management and Policies | Theory | 4 |
| MAM-057 | Project Management in Agribusiness | Theory | 4 |
| MAM-061 | Commodity Trading, Futures and Options | Theory | 4 |
| MAM-062 | Production and Supply Chain Management in Agribusiness | Theory | 4 |
| MAM-063 | Procurement and Materials Management in Agribusiness | Theory | 4 |
| MAMP-060 | Project Work | Project | 8 |
| Semester 4 | | | |
| MAM-064 | Horticultural Production and Post-Harvest Management | Theory | 4 |
| MAM-065 | Livestock Business Management | Theory | 4 |
| MAM-066 | Agri Equipment Management | Theory | 4 |
| MAM-067 | Management of Renewable Energy in Agriculture | Theory | 4 |
| MAM-068 | Organic Farming Business Management | Theory | 4 |
| MAM-069 | Food Safety and Quality Management | Theory | 4 |
| MAM-070 | Agricultural Extension Management | Theory | 4 |
| Total Credits (4 Semesters) | | | 116 |

Programme Coordinator: Prof. Praveen Kumar Jain, Dr. Dinkar B. Kamble, and Dr. Chaitra N.R.

Phone Nos.: 91-11-29537067, 29572974, email: soa@ignou.ac.in