

UGE- 221: Agri-Business Management

Unit- I

Transformation of agriculture into agribusiness, various stakeholders and components of agribusiness systems. Importance of agribusiness in the Indian economy and New Agricultural Policy. Distinctive features of Agribusiness Management: Importance and needs of agro-based industries, Classification of industries and types of agro based industries. Institutional arrangement, procedures to set up agro based industries.

Unit- II

Constraints in establishing agro-based industries. Agri-value chain: Understanding primary and support activities and their linkages. Business environment: PEST & SWOT analysis. Management functions: Roles & activities, Organization culture. Planning, meaning, definition, types of plans. Purpose or mission, goals or objectives, Strategies, policies procedures, rules, programs and budget. Components of a business plan, Steps in planning and implementation.

Unit- III

Organization staffing, directing and motivation. Ordering, leading, supervision, communications, control. Capital Management and Financial management of Agribusiness. Financial statements and their importance. Marketing Management: Segmentation, targeting & positioning. Marketing mix and marketing strategies. Consumer behavior analysis, Product Life Cycle (PLC). Sales & Distribution Management. Pricing policy, various pricing methods. Project Management definition, project cycle, identification, formulation, appraisal, implementation, monitoring and evaluation. Project Appraisal and evaluation techniques.