Pimpri Chinchwad Education Trust's

Pimpri Chinchwad University

Sate, Pune - 412106

PCET's
Pimpri
Chinchwad
University

Learn I Grow I Achieve

Curriculum Structure

Master of Business Administration (MBA)

(Agribusiness Management)

(Pattern 2026)

School of Management

Effective from Academic Year 2026-27

PCET's School of Management
Pune

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 theo-ries 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 integrativethinking 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 ableto 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 transformationalchanges 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:05 Min:05 (2+1+2)	Max:05 Min:05 (2+1+2)	**10Min- 10Max**	Max:04 Min:04 (2+2)	Max:04 Min:04 (2+2)	**Max:18 Min:18**
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	24Min- 24Max	24Min- 24Max	**48Min- 48Max**	25Min- 25Max	25Min- 25Max	**98Min- 98Max**

- 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

Pune Management School

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		Hr	CIA	ESA	
							Min	Max			UL*	SL#
1	N1PMG101	Principles and Practices of Management & OB	PC	3	0	0	3	3	3	40	60	-
	N1PMA101	Introduction to Agri Business Management	PC	3	0	0	3	3	3	40	60	-
	N1PMA102	Agri Business E-Commerce	PC	3	0	0	3	3	3	40	60	-
	N1PMG104	Research Methodology	PC	3	0	0	3	0	3	40	60	-
		Research Methodology	PC (MOOC)				0	3				-
2	PMSE - -	Choose from GE Basket	GE	3	0	0	3	3	3	40	60	-
3	PMSS - -	Choose from SEC Basket	SEC	2	0	0	2	2	2	20	-	30
4	PMSA01	Aptitude and Logical Reasoning	AEC	2	0	0	2	2	2	20	-	30
5	PMSV - -	Choose from VAC basket	VAC	2	0	0	2	2	2	20	-	30
6	PMSI - -	Choose from IKS basket	IKS	2	0	0	1	1	1	20	-	30
7	N1UFL11 -	Choose from Foreign Language Basket- I	FL	2	0	0	2	2	2	20	-	30
		Total		**24**	**0**	**0**	**24**		**24**	**300**	**300**	**150**

***- University Level**

 # School Level

Skill Enhancement Course (SEC) Basket for Semester I

Sr. No.	Course Code	Course Title	Course Type	L	T	P	Cr		Hr	CIA	ESA	
							Min	Max			UL*	SL#
1	PMSS01	Introduction to Financial Markets (Through NSE platform)	SEC	2	0	0	2	2	2	20	-	30
2	PMSS02	Banking and Insurance (Through NSE platform)	SEC	2	0	0	2	2	2	20	-	30
3	PMSS04	HR for Rural & Sales Force Management	SEC	2	0	0	2	2	2	20	-	30

Value Added Course (VAC) Basket for Semester I

Sr. No.	Course Code	Course Title	Course Type	L	T	P	Cr		Hr	CIA	ESA	
							Min	Max			UL*	SL#
1	PMSV01	Legal Aspects of Business	VAC	2	0	0	2	2	2	20	-	30
2	PMSV02	Universal Human Values and Professional Ethics	VAC	2	0	0	2	2	2	20	-	30

Indian Knowledge System (IKS) Basket for Semester I

Sr. No.	Course Code	Course Title	Course Type	L	T	P	Cr		Hr	CIA	ESA	
							Min	Max			UL*	SL#
1	PMSI01	Constitution of India	IKS	1	0	0	1	1	1	20	-	30
2	PMSI02	Exploring Indian Knowledge Systems: A Comprehensive Resource	IKS	1	0	0	1	1	1	20	-	30

General Elective (GE) Basket for Semester I

Sr. No.	Course Code	Course Title	Course Type	L	T	P	Cr		Hr	CIA	ESA	
							Min	Max			UL*	SL#
1	PMSE07	Basics of Accounting	GE	3	0	0	3	3	3	40	60	-
2	N1PMG102	Managerial Economics	GE	3	0	0	3	3	3	40	60	-

Foreign Language Basket for Semester I

Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CA	ESA	
							Min	Max			UL*	SL#
1	N1UFL111	German – I	FL	2	0	0	2	2	2	20	-	30
2	N1UFL112	Japanese – I	FL	2	0	0	2	2	2	20	-	30
3	N1UFL113	Korean – I	FL	2	0	0	2	2	2	20	-	30

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Semester II												
Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CA	ESA	
							Min	Max			UL*	SL#
1	N1PMG205	Basics of Finance	PC	3	0	0	3	3	3	40	60	-
	N1PMA201	Management of Allied Agro Industries	PC	3	0	0	3	3	3	40	60	-
	N1PMA202	Management of Agriculture Input Marketing	PC	3	0	0	3	3	3	40	60	-
	N1PMG204	Entrepreneurship Development	PC	3	0	0	3	0	3	40	60	-
		Entrepreneurship Development	PC (MOOC)				0	3				
2	PMSE - -	Choose from General Elective Basket- II	GE	3	0	0	3	3	3	40	60	-
3	PMSS - -	Choose from Skill Enhancement Basket- II	SEC	2	0	0	2	2	2	20	-	30
4	PMSA02	Career Readiness and Placement Preparation	AEC	2	0	0	2	2	2	20	-	30
5	PMSV - -	Choose from Value Added Basket- II	VAC	2	0	0	2	2	2	20	-	30
	PMSI - -	Choose from Indian Knowledge System basket- II	IKS	1	0	0	1	1	1	20	-	30
	N1UFL11 -	Choose from Foreign Language Basket- II	FL	2	0	0	2	2	2	20	-	30
		Total		**24**	**0**	**0**	**24**		**24**	**300**	**450**	

Skill Enhancement Course (SEC) Basket for Semester II

Sr. No.	Course Code	Course Title	Course Type	L	T	P	Cr		Hr	CIA	ESA	
							Min	Max			UL*	SL#
1	PMSS04	HR for Rural & Sales Force Management	SEC	2	0	0	2	2	2	20	-	30
2	PMSS01	Introduction to Financial Markets (Through NSE platform)	SEC	2	0	0	2	2	2	20	-	30
3	PMSS02	Banking and Insurance (Through NSE platform)	SEC	2	0	0	2	2	2	20	-	30

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Value Added Course (VAC) Basket for Semester II

Sr. No.	Course Code	Course Title	Course Type	L	T	P	Cr		Hr	CIA	ESA	
							Min	Max			UL*	SL#
1	PMSV02	Universal Human Values and Professional Ethics	VAC	2	0	0	2	2	2	20	-	30
2	PMSV01	Legal Aspects of Business	VAC	2	0	0	2	2	2	20	-	30

Indian Knowledge System (IKS) Basket for Semester II

Sr. No.	Course Code	Course Title	Course Type	L	T	P	Cr		Hr	CIA	ESA	
							Min	Max			UL*	SL#
1	PMSI02	Exploring Indian Knowledge Systems: A Comprehensive Resource	IKS	1	0	0	1	1	1	20	-	30
2	PMSI01	Constitution of India	IKS	1	0	0	1	1	1	20	-	30

General Elective (GE) Basket for Semester II

Sr. No.	Course Code	Course Title	Course Type	L	T	P	Cr		Hr	CIA	ESA	
							Min	Max			UL*	SL#
1	N1PMG102	Managerial Economics	GE	3	0	0	3	3	3	40	60	-
2	PMSE07	Basics of Accounting	GE	3	0	0	3	3	3	40	60	-

Foreign Language Basket for Semester II

Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CA	ESA	
							Min	Max			UL*	SL#
1	N1UFL211	German – I	FL	2	0	0	2	2	2	20	-	30
2	N1UFL212	Japanese – I	FL	2	0	0	2	2	2	20	-	30
3	N1UFL213	Korean – I	FL	2	0	0	2	2	2	20	-	30

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

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SEMESTER III

Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr Min	Cr Max	Hr	CIA	ESA UL*	ESA SL#
1	N1PMG301	Strategic Management	PC	3	0	0	3	0	3	40	60	-
		Strategic Management	PC (MOOC)				0	3				-
	N1PMA301	Rural & Agricultural Marketing	DSE	3	0	0	0	3	3	40	60	-
	N1PMA302	Agri logistic & supply chain management	DSE	3	0	0	0	3	3	40	60	-
	N1PMA303	Food Technology & Processing Management	DSE	3	0	0	0	3	3	40	60	-
2	PMSE - -	Choose from General Elective Basket- III	GE	3	0	0	3	3	3	40	60	-
3	N1PMG302	Summer Internship project	PROJ	0	0	2	4	4	4	50	100	-
4	PMSS - -	Choose from Skill Enhancement Basket- III	SEC	2	0	0	2	2	2	20	-	30
5	PMSV - -	Choose from Value Added Basket- III	VAC	2	0	0	2	2	2	20	-	30
6	N1UFL - - -	Choose from Foreign Language Basket- III	VAC	2	0	0	2	2	2	20	-	30
		Total		**21**	**0**	**2**	**25**		**25**	**310**	**490**	

***- University Level**

 # School Level

General Elective (GE) Basket for Semester III

Sr. No.	Course Code	Course Title	Course Type	L	T	P	Cr Min	Cr Max	Hr	CIA	ESA UL*	ESA SL#
1	PMSE08	Marketing Communication	GE	3	0	0	3	3	3	40	-	60
2	PMSE09	Macro Economics	GE	3	0	0	3	3	3	40	-	60

Skill Enhancement (SEC) Basket for Semester III

Sr. No.	Course Code	Course Title	Course Type	L	T	P	Cr Min	Cr Max	Hr	CIA	ESA UL*	ESA SL#
1	PMSS08	AI Tools for Business	SEC	2	0	0	2	2	2	20	-	30
2	PMSS11	Digital tools for ABM	SEC	2	0	0	2	2	2	20	-	30

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Value Added (VAC) Basket for Semester III

Sr. No.	Course Code	Course Title	Course Type	L	T	P	Cr Min	Cr Max	Hr	CIA	ESA UL*	ESA SL#
1	PMSV06	Sustainable agriculture & food system	VAC	2	0	0	2	2	2	20	-	30
2	PMSV07	Climate change awareness for Managers	VAC	2	0	0	2	2	2	20	-	30

Foreign Language Basket for Semester III

Sr. No.	Course Code	Course Title	Course Type	L	T	P	Cr Min	Cr Max	Hr	CIA	ESA UL*	ESA SL#
1	N1UFL311	German – III	FL	2	0	0	2	2	2	20	-	30
2	N1UFL312	Japanese – III	FL	2	0	0	2	2	2	20	-	30
3	N1UFL313	Korean – III	FL	2	0	0	2	2	2	20	-	30

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SEMESTER IV

Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CIA	ESA	
							Min	Max			UL*	SL#
1	N1PMG403	Corporate Governance & Business Ethics in Management	PC	3	0	0	3	0	3	40	60	-
		Corporate Governance & Business Ethics in Management	PC (MOOC)				0	3				-
	N1PMA401	Agri Import & Export Management	DSE	3	0	0	0	3	3	40	60	-
	N1PMA402	Post-Harvest Management	DSE	3	0	0	0	3	3	40	60	-
	N1PMA403	Current trends in Agribusiness Management	DSE	3	0	0	0	3	3	40	60	-
2	PMSE - -	Choose from General Elective Basket- IV	GE	3	0	0	3	3	3	40	60	-
3	N1PMG402	Desk Research	Dissertation	0	0	2	4	4	4	50	100	-
4	PMSS - -	Choose from Skill Enhancement Basket- IV	SEC	2	0	0	2	2	2	20	-	30
5	PMSV - -	Choose from Value Added Basket- IV	VAC	2	0	0	2	2	2	20	-	30
6	N1UFL - - -	Choose from Foreign Language Basket- IV	VAC	2	0	0	2	2	2	20	-	30
		Total		**21**	**0**	**2**	**25**		**25**	**310**	**490**	

***- University Level**

 # School Level

General Elective (GE) Basket for Semester IV

Sr. No.	Course Code	Course Title	Course Type	L	T	P	Cr		Hr	CIA	ESA	
							Min	Max			UL*	SL #
1	PMSE09	Macro Economics	GE	3	0	0	3	3	3	40	-	60
2	PMSE08	Marketing Communication	GE	3	0	0	3	3	3	40	-	60

Skill Enhancement (SEC) Basket for Semester IV

Sr. No.	Course Code	Course Title	Course Type	L	T	P	Cr		Hr	CIA	ESA	
							Min	Max			UL*	SL #
1	PMSS11	Digital tools for ABM	SEC	2	0	0	2	2	2	20	-	30
2	PMSS08	AI Tools for Business	SEC	2	0	0	2	2	2	20	-	30

Value Added (VAC) Basket for Semester IV

Sr. No.	Course Code	Course Title	Course Type	L	T	P	Cr		Hr	CIA	ESA	
							Min	Max			UL*	SL#
1	PMSV07	Climate change awareness for Managers	VAC	2	0	0	2	2	2	20	-	30
2	PMSV06	Sustainable agriculture & food system	VAC	2	0	0	2	2	2	20	-	30

Foreign Language Basket for Semester IV

Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CIA	ESA	
							Min	Max			UL*	SL#
1	N1UFL411	German – IV	FL	2	0	0	2	2	2	20	-	30
2	N1UFL412	Japanese – IV	FL	2	0	0	2	2	2	20	-	30
3	N1UFL413	Korean – IV	FL	2	0	0	2	2	2	20	-	30

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SEMESTER I

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**		N1PMG101
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		

Arp

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**		N1PMA101	
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 Manage-ment are: 1. To comprehend farm business administration and busi-ness planning skills 2. To recognize required skill to deal with the many fac-tors facing agribusiness 3. To apply modern practices used in agribusiness today. 4. To analyze various factors affecting Agri business sec-tor 5. To evaluate various alternatives for starting Agri Busi-ness in Agriculture allied industries.			
Course Learning Outcomes (CLO):				Students would be able 1. Comprehend basic concept of Agri Business Manage-ment 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, con-sumption and wants, Importance and scope of agriculture in Indian Econ-omy, Types of Agro Industries and its classification, Distinctive features of Agribusiness management: Distinctive features of Agri business manage-ment Vs General industry	**CLO 1**	**9**
UNIT II		
Agro based industries: Importance and Role of Agro industries in eco-nomic Development of India, Types of agro-based industries and Agri Ex-port Zones, Need of institutional arrangement for the promotion of agro-	**CLO 2**	**9**

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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

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PC3 COURSE CURRICULUM

Name of the Program:	MBA			Semester: I		Level: PG	
Course Name	**Agri Business E Commerce**			**Course Code/ Course Type**		N1PMA102	
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:							
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**	**9**

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 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-ecommerce-trends-for-agribusinesses
3. https://www.thehindubusinessline.com/economy/agri-business/from-farm-to-market-how-e-com-merce-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**		N1PMG104	
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**	**9**

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, Guttmann 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
2. Publishers
3. Schindler, Business Research Methods, McGraw Hill Education, 13th Edition
4. 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
3. Press
4. G.C. Beri, Marketing Research, Tata McGraw- Hill Publishers

Online Resources/E-Learning Resources

https://www.youtube.com/watch?v=5pPsU7ZIUks&utm_source=
https://www.youtube.com/watch?v=eDw-Xhnx6tU
https://www.youtube.com/watch?v=iSHcC-QNCP4

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GENERAL ELECTIVES

COURSE CURRICULUM

Name of the Program:		MBA			Semester: I		Level: PG
Course Name		Basics of Accounting			**Course Code/ Course Type**		PMSE07
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-Requisit : ** 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. Frinal 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

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COURSE CURRICULUM

Name of the Program:		MBA			**Semester: I**		Level: PG
Course Name		Managerial Economics			**Course Code/ Course Type**		N1PMG102
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-Requisit :							

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, Meas-urement 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**

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Learning resources

Text Books:

1. Managerial Economics Geethika, Ghosh & Choudhury McGraw Hill
2. Managerial Economics Dominick Salvotore, 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

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VALUE ADDED COURSES

COURSE CURRICULUM –

Name of the Program:		**MBA**		**Semester : I**		**Level: PG**	
Course Name		**Legal Aspects of Business**		**Course Code/ Course Type**		**PMSV01 / VAC**	
Course Pattern		**2026**		**Version**		**1.0**	
Teaching Scheme					**Assessment Scheme**		
Theo ry	**Practi c al**	**Tutor ial**	**Tota l Cred its**	**Ho urs**	**CIA**	**ESA**	**Practical/Or a 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		

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Employment contracts and employee rights , Labor laws: Worker's compensation, discrimination, and harassment , Termination, dismissal, and redundancy laws	**CLO4**	**6**
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

Intellectual Property Rights: An Overview – Coursera

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COURSE CURRICULUM

Name of the Program:	MBA				Semester : I	Level: PG	
Course Name	Universal Human Values and Professional Ethics				**Course Code/ Course Type**	PMSV02 / VAC (UHV)	
Course Pattern	2026		**Version**				
Teaching Scheme					**Assessment Scheme**		
Theory	**Practical**	**Tutorial**	**Total Credits**	**Hours**	**CIA**	**ESA**	**Practical/ Oral**
2	-	-	2	2	20	30	-

Course Objectives (CO):	**CO1** Understand the need, process, and importance of value education in personal and professional life. **CO2** Develop awareness of harmony within the self and between self and body. **CO3** Understand the role of trust, respect, and values in family and society. **CO4** Recognize the interconnection between human beings, nature, and existence. **CO5** Apply universal human values and ethical principles in professional and business conduct.
Course Learning Outcomes (CLO):	**CLO1** Explain the meaning, need, and process of value education. **CLO2** Identify the difference between the needs of self and body for happiness and prosperity. **CLO3** Describe the importance of trust, respect, and justice in human relationships. **CLO4** Explain harmony in nature and the concept of coexistence. **CLO5** Relate universal human values to professional ethics and responsible business practices. .

Contents/Syllabus:

Descriptors/Topics	**CLO**	**Hours**
UNIT I Introduction to Value Education		
Need for value education • Basic guidelines, content, and process of value education • Self-exploration, natural acceptance, and experiential validation • Human aspirations: happiness and prosperity • Right understanding, relationship, and physical facilities	**1**	**6**
UNIT II Harmony in the Human Being		
• Understanding human being as coexistence of self and body • Needs of self and needs of body • Difference between happiness and physical comfort • Role of body as an instrument of self • Self-discipline, health, and right utilization of body	**2**	**6**
UNIT III Harmony in Family and Society		
• Family as the basic unit of human interaction • Values in human relationships • Trust and respect as foundational values	**3**	**6**

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• Difference between intention and competence • Justice, mutual fulfillment, and social harmony		
UNIT IV Harmony in Nature and Existence		
• Understanding harmony in nature • Four orders of nature • Interconnectedness and mutual fulfillment • Recyclability and self-regulation in nature • Coexistence and holistic view of existence	**4**	**6**
UNIT V Professional Ethics and Responsible Conduct		
• Natural acceptance of human values • Ethical human conduct • Humanistic education and humanistic constitution • Professional competence for universal human order • People-friendly and eco-friendly business practices • Role of managers in ethical and responsible organizations	**5**	**6**
Total Hours :		**30**

Books

1. A Foundation Course in Human Values and Professional Ethics — R. R. Gaur, R. Sangal, G. P. Bagaria
2. Human Values — A. N. Tripathy
3. Indian Ethos and Modern Management — B. L. Bajpai

References

1. A Foundation Course in Human Values and Professional Ethics — Teachers' Manual
2. Jeevan Vidya Ek Parichay — A. Nagraj
3. How the Other Half Dies — Susan George

Online Resources

1. UHV Official Website
2. AICTE Universal Human Values Resources
3. Value Education Resources
4. Story of Stuff
5. IIT Delhi Value Education Lectures
6. Modern Technology — The Untold Story

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COURSE CURRICULUM –

Name of the Program:		**MBA**		**Semester : I**		**Level: PG**	
Course Name		Constitution of India		**Course Code/ Course Type**		PMSI01 / IKS	
Course Pattern		**2026**		**Version**			
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	-
Course Objectives (CO):	CO1 Understand the core principles and features of the Constitution. CO2 Identify and explain fundamental rights, duties, and directive principles. CO3 Recognize the structure and functions of government institutions. CO4 Understand the role of constitutional bodies in governance. CO5 Apply constitutional principles to ethical decision-making and business conduct						
Course Learning Outcomes (CLO):	CLO1 Define the Constitution and explain its role in shaping democratic governance. CLO2 Describe citizens' rights, duties, and their importance in a democratic society. CLO3 Explain the structure and functioning of government institutions. CLO4 Analyse the role of constitutional institutions in governance and administration. CLO5 Relate constitutional knowledge to business ethics and citizenship responsibilities.						

Course Contents/ Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I Introduction to Constitution		
• Definition and importance of the Constitution • Key features of the Indian Constitution (or your country's Constitution) • The concept of a written vs. unwritten Constitution • Historical background and evolution of the Constitution	**1**	**3**
UNIT II Fundamental Rights, Duties and Directive Principles		
Overview of fundamental rights • Right to equality, freedom, protection, and justice • Duties of citizens • Directive Principles of State Policy (DPSP) • □ Relationship between rights, duties, and governance	**2**	**3**
UNIT III Structure of Government		

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• Structure of government: Executive, Legislature, and Judiciary • The separation of powers and checks and balances • Role of the Parliament, President, Prime Minister, and Judiciary	3	3
UNIT IV Constitutional Institutions and Governance		
• Election Commission, Public Service Commission, and other constitutional bodies • The role of these bodies in ensuring good governance • Importance of transparency, accountability, and rule of law	4	3
UNIT V Constitution, Business and Responsible Citizenship		
• Constitutional values in business practice • The role of the Constitution in ethical business conduct • Rights of employees, customers, and businesses • Responsible citizenship and its relation to business	5	3
Total Hours:		**15**

Books:

1. Indian Polity by M. Laxmikanth
2. Constitutional Law of India by H.M. Seervai
3. Introduction to the Constitution of India by D.D. Basu

References:

1. The Constitution of India – Official Text (Government Publication)
2. The Oxford Handbook of the Indian Constitution edited by Sujit Choudhry
3. Constitutional Law of India by P. M. Bakshi

Online Resources:

1. Constitution of India - Official Government Portal
2. National Portal of India - Ministry of Law and Justice
3. Lawctopus
4. Unacademy

Websites for Updates and Articles:

1. India's Parliament Website
2. Legal Service India

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		PMSI02 / 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: 12th 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	CLO 3	03

Indian astronomy and calendar systems 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

SKILLS ENHENCEMENT COURSES

COURSE CURRICULUM

<table>
<tr><td>Name of the Program:</td><td colspan="3">MBA</td><td>Semester : I</td><td colspan="3">Level: PG</td></tr>
<tr><td>Course Name</td><td colspan="3">Introduction to financial Markets</td><td>Course Code/ Course Type</td><td colspan="3">PMSS01 / SEC</td></tr>
<tr><td>Course Pattern</td><td colspan="3">2026</td><td>Version</td><td colspan="3"></td></tr>
<tr><td colspan="5">Teaching Scheme</td><td colspan="3">Assessment Scheme</td></tr>
<tr><td>Theory</td><td>Practical</td><td>Tutorial</td><td>Total Credits</td><td>Hours</td><td>CIA (Continuous Internal Assessment)</td><td>ESA (End Semester Assessment)</td><td>Practical/Oral</td></tr>
<tr><td>2</td><td>-</td><td>-</td><td>2</td><td>2</td><td>20</td><td>30</td><td>-</td></tr>
<tr><td colspan="8">Pre-Requisite:</td></tr>
<tr><td colspan="4">Course Objectives (CO):</td><td colspan="4">1. Explain the structure and role of financial markets in the economy.
2. Describe market operations, trading mechanisms, and financial service platforms.
3. Examine financial regulations, compliance requirements, and ethical standards.
4. Apply financial analysis and valuation techniques to financial instruments.
5. Evaluate global financial markets, risks, crises, and emerging opportunities.</td></tr>
<tr><td colspan="4">Course Learning Outcomes (CLO):</td><td colspan="4">1. Identify different types of financial markets, products, and instruments.
2. Explain trading processes, clearing, settlement, brokers, mutual funds, and FinTech services.
3. Analyze the role of regulatory bodies and compliance frameworks in financial markets.
4. Use fundamental analysis, technical analysis, valuation methods, and portfolio concepts.
5. Assess international markets, exchange rate mechanisms, global crises, and emerging market opportunities.</td></tr>
</table>

Course Contents/Syllabus:

Descriptors/Topics	**CLO**	**Hours**
UNIT I Financial Markets, Products & Instruments		
Overview of Financial Markets, Classification of Financial Markets: Money Market vs. Capital Marke, Primary and Secondary Markets, Role of Financial Markets in the Economy.	**1**	**9**

Equity Instruments: Stocks, Preferred Shares, Debt Instruments: Bonds, Treasury Bills, Derivatives: Futures, Options, Swap, Hybrid Instruments: Convertible Securities		
UNIT II Market Operations and Trading Mechanism		
Stock Exchanges and Trading Platforms, Order Types and Trade Execution, Clearing and Settlement Process, Role of Brokers and Market Makers. Asset Management and Mutual Funds, FinTech and Digital Financial Service.	**2**	**9**
UNIT III Regulatory Framework and Compliance		
Key Regulatory Bodies: SEC, CFTC, RBI, SEBI, etc., Major Financial Regulations: Dodd-Frank Act, MiFID II, Basel III, Anti-Money Laundering (AML) and Know Your Customer (KYC) Requirements, Ethical Standards in Financial Services.	**3**	**9**
UNIT IV Financial Analysis and Valuation		
Fundamental Analysis: Financial Statements, Ratios, Technical Analysis: Charts, Indicators, Valuation Methods: DCF, Comparable Companies Analysis, Precedent Transactions. Portfolio Management: Portfolio Theory and Asset Allocation, Risk and Return Analysis, Portfolio Performance Evaluation, Behavioral Finance and Investor Psychology	**4**	**9**
UNIT V Global Financial Markets		
International Financial Markets and Instruments, Foreign Exchange Markets and Exchange Rate Mechanisms, Global Financial Crises: Causes and Consequences, Emerging Markets and Opportunities	**5**	**9**
Total Hours :		**45**

Learning resources

Textbooks:

- NSE Academy, NCFM -Financial Markets: Basic and Advanced Module, Mumbai
- M. Y. Khan, Indian Financial System, McGraw Hill Education, 2019
- Financial Markets and Institutions" by Frederic S. Mishkin and Stanley G. Eakins
- Investments" by Zvi Bodie, Alex Kane, and Alan J. Marcus

Reference Books:

- Options, Futures, and Other Derivatives" by John C. Hull
- Fundamentals of Financial Management" by James C. van Horne and John M. Wachowicz Jr.
- The Intelligent Investor" by Benjamin Graham

Online Resources/E-Learning Resources

- Basics of NSMART Tool
- NSMART Workspace setup Functionalities
- NSMART Query - NSMART Trading
- NSMART Cash settlement & reports
- NSMART LIVE Trading

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Case Study

- **Case study1:** Analyse the causes, key players, regulatory failures, and the aftermath of the 2008 financial crisis and study the rise and fall of internet companies in the late 1990s and early 2000s, focusing on investor behavior and market speculation.

- **Case study 2:** Investigate the financial fraud and accounting irregularities that led to Enron's collapse and discuss the role of auditors and regulatory bodies and explore the factors leading to the bankruptcy of Lehman Brothers and its impact on the global financial system. Non-Confidential

- **Case Study 3**: Study the development and growth of Exchange-Traded Funds (ETFs), their impact on markets, and their advantages over traditional mutual funds.

- **Case study 4:** Analyse the rise of FinTech companies, focusing on innovations like peer-to peer lending, robo-advisors, and blockchain technology.

- **Case Study 5**: Discuss the ethical issues surrounding the creation and marketing of complex financial products and Analyze the ethical lapses and organizational culture that led to the creation of fake accounts at Wells Fargo.

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Banking and Finance

Name of the Program:	**MBA**	**Semester : I**	**Level: UG**
Course Name	Banking and finance	**Course Code/ Course Type**	PMSS02 / SEC
Course Pattern	**2026**	**Version**	

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):	1. Understand the fundamentals, types, and functions of banking and insurance. 2. Explain advanced banking products, services, and customer-specific financial solutions. 3. Analyze digital banking products, technology-driven services, and associated risks. 4. Apply insurance and risk management concepts to different life and business situations. 5. Evaluate treasury management practices and financial risk management strategies.
Course Learning Outcomes (CLO):	1. Identify different types of banks, banking functions, regulatory concepts, and basic insurance policies. 2. Describe retail banking, corporate banking, NRI services, HNI services, wealth management, and financial planning. 3. Examine digital banking channels, payment systems, ATMs, mobile banking, internet banking, frauds, and value-added services. 4. Select suitable insurance products and explain claim procedures, risk coverage, and insurance intermediaries. 5. Assess liquidity management, foreign exchange risk, hedging, regulations, technology, and treasury best practices.

Course Contents/Syllabus:

Descriptors/Topics	**CLO**	**Hours**
UNIT I Fundamentals of Banking and Insurance		
Concept; Definition of Banking; Types of banks - Commercial Banks, Small Finance Banks, Payments Banks; Public Sector Banks, Private Sector Banks, Foreign Banks, Regional Rural Banks; Functions of banking – deposits, lending and investments; Reserve Bank of India and its role as the banking regulator; Key policy rates – Bank Rate, Repo Rate, Reverse	**1**	**9**

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Repo Rate, Marginal Standing Facility (MSF); Banking Regulation Act, 1949. Bank-Customer Relationship, NPA and Securitization, Understanding a Bank's Financials, Regulatory Framework, Overview of Insurance, Types of Insurance Policies.		
UNIT II Advance Banking and Insurance		
Difference between Retail Banking and Corporate Banking; Products offered under retail banking; Payment and settlement services – paper-based and electronic payments; Definition of NRI; Various account services provided to NRI; Definition of High Networth Individuals (HNIs); Portfolio Management Services (PMS) & Wealth Management; Concept of Financial planning and the steps involved in financial planning.	**2**	**9**
UNIT III Digital Banking and Value-added Services		
Introduction to digital banking products- cards– EMV Technology such as Tap and Go, NFC, - ATMs, ATM Network Planning such as Onsite & Offsite, Security & Surveillance, Cash Deposit Machines (CDR)– Cash Re-cyclers Overview – Mobile Banking - Internet Banking,– POS terminals - Profitability Risk Management and Frauds, Back End Operations and Technology for ATMs, CDRs, POS, Cash Recyclers, IMPS, Mobile Banking, Internet Banking, Banking Mobile, Banking Payments System, Digital Disruption and New Technologies, e-Locker, iMobile and other Value Added Services.	**3**	**9**
UNIT IV Insurance and Risk Management		
Introduction to Insurance, Fundamentals of Risk Management, need for insurance; Concept of Risk; Various types of risk; Types of insurance products – Life, Non-life and Medical; Life insurance products – Pure Risk policies & Investment policies; non-life insurance products -- Fire, Burglary, Marine, Vehicle, Accident, Travel/Transit; Medical Insurance – need and significance; Insurance claims and the processes involved; Actuarial services. Insurance Contract Terminology Elements and Principles, General Insurance, Personal and Liability Insurance, Financial Planning and Life Insurance, Insurance Intermediaries.	**4**	**9**
UNIT V Treasury Management		
Treasury Management: Meaning; Functions of Treasury Management; Financial Risk Management; Liquidity Management – Accounts Receivable/Payables (AR/AP), Order to Cash (O2C); Regulations & Technology; Foreign Exchange & Hedging FX risk; Best practices	**5**	**9**
Total Hours :		**45**

Learning resources

Textbooks:

- Principles & Practice of Banks, M/S Macmillan India Ltd
- Indian Banking, S Natrajan & Dr. R Parmeshwaram
- Banking Principles & Operations, M.N.Gopinath Digital banking, Indian Institute of Banking
- & Finance, Taxmann, 2019
- Retail and Digital Banking: Principles and Practise, John Henderson

Reference Books:

- The Digital Banking Revolution audiobook: How financial technology companies are rapidly transforming the traditional retail banking industry through disruptive innovation. Luigi Wewege.

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Narrated by Jim Cassidy, Sept 2017

- Digital Bank: Strategies to launch or become a digital bank, Chris Skinner
- R. Cooper, "Corporate Treasury and Cash Management", 2003, Palgrave Macmillan UK

Online Resources/E-Learning Resources

Case Study

Case Studies:

Case study 1: Visit the Websites of five different Insurance Companies Offering Life Insurance. Get details on the Various Policies Offered by them.

Case Study 2: Prepare a Comprehensive Report for each of these Banks Covering the following

- Retail Banking products (one Asset Product and one Liability Product) are best suited for people in different stages of the life cycle.
- Five client categories to be selected:
  (a) A young executive who has just joined the job after studies.
  (b) A young housewife with 1 small child.
  (c) A middle-aged middle level Senior Executive in a Private Firm having two school going children and dependent parents.
  (d) An elderly lady staying alone with no dependents, and
  (e) A member of the armed forces in mid 30s.
- Based on the data which you give in the above, justify your selections for each of them.
- List the documents to be submitted by the customers for applying for each product. You can obtain sample forms from any of the banks as you think appropriate.
- Explain the operational details for each of the products

Case study 3: Prepare a Comprehensive Report for each of these Companies Covering the following:

- Insurance products best suited for the different life stages – take five examples like young executive having joined job after studies, young married woman with one small child, middle aged man having two school going children and one dependent parent, Elderly lady staying alone with no dependents, member of the armed forces in mid 30s.
- From the chart above, recommend the best suited life insurance policy to each of them.
- List the documents to be submitted for applying for each type of insurance and help them fill out the application form. You can obtain sample application forms from the relevant insurance company.
- Explain the claims procedure along with requirements for claiming insurance at the time of occurrence of the insured event.

Projects List:

Project 1: An employee of a public enterprise injured during the maintenance of public service. The victim or his/her dependent reaches an agent (You) for settlement of claims in respect of compensation on Permanent disability accompany them.

Project 2: Collect cases on outlier claims of 3 different insurance companies

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Project 3: Customers as a parent asking for the most suitable policies for their girl child for her potential college and marriage expenses as an agent you need to provide a suitable government scheme by comparing capital premium pricing among all the policies available and accompany them throughout the procedures

Project 4: You are the Territory manager of a renowned Insurance Company. A construction company owner wants to take policy for his site workers. What policy will you suggest to him and what details you will collect from him? (Submit the Filled Application Form of any company also mention the features of the policy)

Project 5: Create a new product with a combination of savings and life cover and also need to have the features of an innovative value proposition.

Project 6: Analyzing the Impact of Fintech on Traditional Indian Banking: Assess how Fintech startups are disrupting and influencing traditional banking models in India. Identify potential challenges and opportunities for collaboration.

Project 7: Financial Inclusion in Rural India: Assessing the Role of Microfinance Institutions: Evaluate the effectiveness of microfinance institutions in promoting financial inclusion and economic development in rural India.

Project 8: Adoption of Digital Payments in India: Trends and Challenges: Analyze the growth and barriers to adoption of digital payment methods like UPI, wallets, and mobile banking in India

COURSE CURRICULUM -

Name of the Program:	MBA Agri				**Semester:** I		**Level:** PG
Course Name	HR for Rural & Sales Force Management				**Course Code/ Course Type**		PMSS04
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: 1. To develop understanding of HR practices in rural and agri-based contexts. 2. To equip students with skills to manage seasonal and field workforce effectively. 3. To understand recruitment and training challenges in rural settings. 4. To develop competencies in managing agri sales force and distribution teams. 5. To enhance practical decision-making skills in rural HR scenarios.
Course Learning Outcomes (CLO):	Students would be able to: 1. Analyze HR challenges in rural and agri-business environments. 2. Design recruitment and training strategies for rural workforce. 3. Apply performance and engagement techniques for field workers. 4. Manage agri sales teams and distribution networks effectively. 5. Evaluate real-world HR cases in agri-sector organizations.

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) • Government skill development initiatives and their integration	CLO 2	6

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

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