

# Agribusiness Management

I.	Project Planning, Monitoring & Evaluation (EXL 441)	0 + 7
II.	Marketing Management (EXL.442)	0 + 7
III.	Financial Management (EXL.443)	0 + 6

I. Project Planning, Monitoring and Evaluation (EXL.441) 0 + 7

Sl. No.	Contents
1.	Orientation (on campus)
2.	Hands on experience on preparation of project proposals for horticulture crops, dairy, poultry and agro-processing units.
3.	Interaction with staff/ experts for mid term corrections & submission of interim report (on campus).
4.	Hands on experience on preparation of project proposals for bio-fertilizer and bio-pesticide units, irrigation, equipments and machineries, forest plantations, fishery and land development activities (off-campus)
5.	Interaction with staff/ experts for mid term corrections & submission of interim report (on campus).
6.	Hands on experience on ex-ante, concurrent and ex-post appraisal. Hands on experience on discounting procedures like NPV, IRR and BCR. Preparation of techno-economic feasibility reports of project (off-campus).
7.	Preparation of report (on-campus)
8.	Examination

II. Marketing Management (EXL.442) 0 + 7

Sl. No.	Contents
1.	Orientation (on campus)
2.	Hands on experience on conducting market survey to gain experience on working out consumer profile, competitors, substitutes and their price and features. Designing market strategy (off-campus).
3.	Interaction with staff/ experts for mid term corrections & submission of interim report (on campus).
4.	Hands on experience on forecasting market demand. Pricing methods, creating and organizing an advertising campaign. Various packaging materials used for agro-based products. Product distribution network, marketing cost, marketing planning process (off-campus).
5.	Interaction with staff/ experts for mid term corrections & submission of interim report (on campus).
6.	Hands on experience on marketing research and information system for new product development and options for extending product life cycle. Spot and

	online marketing. Export-import policies for agriculture sector (off-campus).
7.	Preparation of report (on-campus)
8.	Examination

III. Financial Management (EXL.443)

0 + 6

<b>Sl. No.</b>	<b>Contents</b>
1.	Orientation (on campus)
2.	Estimation of funds required –capital investment and operational expenses. Share of owner and borrowed funds in the business. Sources of borrowed funds, terms and conditions of borrowings, repayment schedule, cash in flow and cash out flows of business (off-campus)
3.	Interaction with staff/ experts for mid term corrections & submission of interim report (on campus).
4.	Hands on experience on accounting methods and procedures. Commonly used accounts systems, the single and double entry system, recording transactions, journals, figures, trial balance, assets and liabilities. Revenue cost of sales and net profit, operating and incidental expenses and inventory (off-campus).
5.	Interaction with staff/ experts for mid term corrections & submission of interim report (on campus).
6.	Preparation of financial statements like balance sheet, income statement, profit and loss statement for the business. Exercises on financial ratio analysis (off-campus).
7.	Preparation of report (on-campus)
8.	Examination