

MBA (AGRI BUSINESS MANAGEMENT)

Programme Educational Objectives (PEOs)

PEO1: Develop sound managerial and strategic competence for agribusiness and allied sectors.

PEO2: Strengthen leadership, analytical, and decision-making capabilities for managing agri value chains and rural markets.

PEO3: Foster innovation, entrepreneurship, and problem-solving orientation in agribusiness systems.

PEO4: Promote the application of research, digital tools, and modern practices in agriculture and agribusiness.

PEO5: Inculcate ethical values, sustainability orientation, and social responsibility for agricultural and societal development.

PEO Articulation with Mission

Mission	PEO1	PEO2	PEO3	PEO4	PEO5
M1	3	2	2	2	1
M2	3	3	3	2	1
M3	2	2	3	3	2
M4	1	2	2	2	3

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation

Programme Outcomes (POs)

At the end of the Programme the students would be able to demonstrate:

PO1: Apply management knowledge and business tools in agribusiness, agriculture, and allied sectors.

PO2: Analyze agribusiness problems using research, quantitative methods, and data across value chains and rural markets.

PO3: Demonstrate leadership, teamwork, communication, and decision-making in agribusiness and development contexts.

PO4: Integrate innovation, entrepreneurship, digital technologies, and sustainability in agribusiness systems.

PO5: Exhibit ethics, social responsibility, and strategic orientation for inclusive agricultural development.

Programme Specific Outcomes (PSOs)

PSO1: Apply managerial knowledge in agribusiness and allied sectors.

PSO2: Analyze agribusiness markets, value chains, and agri-supply systems.

PSO3: Use innovation, entrepreneurship, technology, and modern practices in agribusiness.
PSO4: Demonstrate ethical, sustainable, and socially responsible approaches to development.

Employability and Transferable Skills

ES1: Communicate effectively across a range of media.
ES2: Apply teamwork and leadership skills in agribusiness contexts.
ES3: Find, evaluate, and use agribusiness information effectively.
ES4: Analyze agribusiness situations critically and solve problems.
ES5: Use data, digital tools, and agri-tech effectively.
ES6: Demonstrate professional, ethical, and sustainable awareness.
ES7: Exhibit strategic thinking and agri-entrepreneurial orientation.
ES8: Work effectively in multidisciplinary agribusiness environments.

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SEMESTER-WISE PROGRAMME STRUCTURE

(2026-2028)

Semester I

Course Code	Course Title	L	T	P	J	Credits
MGTA101	Management and Organization Behaviour	3				3
ECOA102	Applied Agri Business Economics	3				3
FINA103	Accounting for Managers	2	1			3
QNTA104	Statistical methods for business analysis	2	1			3
MKTA105	Marketing Management I	3				3
OPSA106	Operations and Decision Science	2	1			3
AGR107	Agri Business Laws and Ethics	2				2
ENGA108	Business Communication for Managers I	2		1		2
ITA109	IT Applications for Managers	1		2		2
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Semester II

Course Code	Course Title	L	T	P	J	Credits
MKTA201	Agricultural Marketing	3				3
ENTA202	Design Thinking and Entrepreneurship	2		1		3
MKTA203	Marketing Research	3				3
HRMA204	Human Resource Management	3				3
FINA205	Financial Management in Agribusiness	3				3
ANLA206	Business Analytics for Agriculture	2		2		3

ITA207	AI for Agribusiness	2		1		2
QNTLAB208	Statistical Data Analysis Lab			2		1
ENGA209	Business Communication for Managers II	2				2
SFTA210	Personality Development and Soft Skills Lab			2		1
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Summer Internship for 8 weeks (after Semester –II): 5 credits

Semester III

Course Code	Course Title	L	T	P	J	Credits
MGT301	Strategic Management for Agribusiness	3				3
OBH302	Leadership and Change Management	3				3
MGTA303	Agribusiness Environment and Policy	2				2
OPSA304	Agri Supply Chain Management	2				2
MKTA305	Management of Agricultural Input Marketing	2				2
OPS306	Project Management in Agribusiness	3				3
INT307	Summer Internship and Project Report				5	5
ELECTIVE		2				2
FINA308	Agri Commodity Markets and Futures Trading					
FIN309	Sustainability and Carbon Finance in Agribusiness	2				2
FIN310	Agricultural Finance and Commercial Banking	2				2
ELECTIVE		2				2
OPSA311	Quality Management for Agri Business					
OPS312	Agri-Tech Commercialization & Tech-Transfer	2				2
ELECTIVE		2				2
MKT313	Food and Retail Management					
MKT314	Advertising and Brand Management	2				2
CRT315	Campus Recruitment Training (CRT)*					
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*Mandatory Course

For elective, students can choose two course from their chosen specialization basket. Total credits 4.

Semester IV

Course Code	Course Title	L	T	P	J	Credits
MKT401	Rural Marketing	3				3
AGR402	Seed Production and Technology Management	3				3

HR 403	Human Resource Competence and Capacity Building Systems	2				2
MGTA404	International Trade for Agricultural Products	2				2
FINA405	Risk Management in Agri Business	2				2
OPSA406	Global Agri-Food Value Chain Perspectives	2				2
MGTA407	Intellectual Property and management in Agriculture	2				2
ITA408	Big Data & Precision Farming Analytics	2				2
INT409	Live Industry Project/Dissertation				6	4
VIVA410	Comprehensive Viva Voce		2			2
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