

**Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon  
(NACC Accredited 'A' Grade University)**

**M.B.A. (Agri Business Management/Entrepreneurship)**

On successful completion of the course, the students will be able to:

**Paper 101: Introduction to Agri-Business Management- Entrepreneurship**

On successful completion of the course, the students will be able to:

**Explain** the fundamentals of management with reference to agribusiness.

**Relate** the managerial functions and its applications with reference to agribusiness

**Learn** the concepts and process of planning and organizing

**Simplify** knowledge about the Farm business Management.

**Define** tools of Farm business Management.

**Paper 102-Business Communication**

On successful completion of the course, the students will be able to:

**Design** the types of communication and barriers of Communication

**Evaluate** different forms of non-verbal communication.

**Demonstrate** the ability to communicate effectively in writing.

**Organize** business meetings.

**Apply** soft skills in solving day-to-day business problems.

**Paper 103: Managerial Economics**

On successful completion of the course, the students will be able to:

**Describe** the key concepts in Managerial Economics

**Analyse** demand and its forecasting techniques

**Explain** production functions & various cost concepts

**Apply** about pricing & its policies

**Identify** the different market structure and decide appropriate pricing strategies

## **Paper 104: Organizational Behaviour**

On successful completion of the course, the students will be able to:

**Predict** human behaviour at work

**Demonstrate** individual and interpersonal skills to improve group development.

**Evaluate** on improvement of the individual attributes and articulate the process of group development

**Apply** appropriate techniques of motivation

## **Paper 105: Accounting and Costing**

On successful completion of the course, the students will be able to:

**Describe** the basic concepts related to Financial Accounting and Cost Accounting.

**Explain** in detail, all the theoretical concepts of Financial Statement and Double entry system in financial accounting.

**Perform** all the necessary calculations through the relevant numerical problems.

**Explain** the situation and decide the key financials as well as non-financial elements involved in the situation.

**Evaluate** the financial impact of the decision on the Agricultural business.

## **Paper-106: Marketing & Retailing of Agriculture**

On successful completion of the course, the students will be able to:

**Learn** Marketing of Agriculture and their demand in the market.

**Enable** to gain knowledge on agricultural marketing, challenges and prospects for improving agricultural marketing system

**Gain** skills to analyse Marketing Functions, Market Information and Intelligence

**Impart** knowledge of the marketing efficiency and agricultural price

### **Paper-107: Operations Management**

On successful completion of the course, the students will be able to:

**Discuss** the principals of supply chain management and its implication

**Know** the emerging practices, challenges and trends in supply chains.

**Explain** material management strategy and work measurement.

**Learn** quality assurance and work measurement techniques.

### **Paper -201: Agriculture Environment & Policies**

On successful completion of the course, the students will be able to:

**Learn** current Indian Policies and their effects on Agriculture products.

**Provide** orientation to the students regarding the concepts and measures of economic development.

**Provide** orientation on theories of economic growth and relevance of theories in developing countries.

**Understand** the agricultural policies and its effect on sustainable agricultural development.

### **Paper-202: Computer Fundamentals**

On successful completion of the course, the students will be able to:

**Learn** basic knowledge of Computer to keep their own data updated.

**Analyse** the concept of input and output devices of computers.

**Understand** an operating system and its working and solve common problems related to operating systems.

**Learn** basic word processing, Spreadsheet and Presentation Graphics Software skills.

### **Paper: 203: Research Methodology in Business Management**

On successful completion of the course, the students will be able to:

**Understand** the basics of Research methodology.

**Formulate** research problem and identify the factors of research design.

**Collect** and interpret Qualitative and quantitative data.

**Apply** statically test for hypothesis testing.

### **Paper 204: Financial Management**

On successful completion of the course, the students will be able to:

**Explain** the traditional and modern approaches to financial management and concepts of Finance

**Understand** techniques of financial statement analysis, budgetary controls, capital structure, estimate the working capital, prepare cash flow statements.

**Perform** all the required calculations through relevant numerical problems.

**Explain** the situation and find the solution.

**Justify** the impact of business decisions on Financial Position of the firm.

## **Paper 205: Human Resource Management**

On successful completion of the course, the students will be able to:

**Ability** to recruit, Select and interview job candidates.

**Understand and apply** Human Resource Management Perspective.

**Design** Job Description and Job Specifications.

**Remember** to appraise the Performance of the employees.

**Evaluate** Management Development Techniques.

## **206- Digital and Social Media Marketing**

On successful completion of the course, the students will be able to:

**Explain** the basic concepts of Digital and social media Marketing.

**Learn** different web analytics tools and techniques.

**Analyse** the digital and Social Media Marketing Strategy for Consumer Engagement.

**Evaluate** the CRM and web analytics techniques.

**Create** a structured digital marketing plan and budget.

## **PAPER 207: Supply Chain and Logistic Management**

On successful completion of the course, the students will be able to:

**Explain** the model and approach of Supply chain Management

**Understand** the Demand Management in Supply Chain Management

**Describe** Procurement and Inventory Management

**Define** Logistic Management and different elements of Logistics

**Justify** Logistic system with its types and functions