JHARKHAND Rai University
UGC RECOGNISED UNIVERSITY
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Lesson Plan & Tracking

Programe : B.Sc.Agriculture	**Session : 2020-21**	**Year : 2020-2021**	**Sem: 5th**
Course: Agribusiness Management (Theory)			
Name of the Faculty:Sushma Priya	**Commencement Date:06.09.2021**		**Date of Closure:30th Dec**

Lecture No.	Week	Unit	Topics to be Covered	Blended Mode			Date	Duration	Tracking of Lectures	Related Course Outcome	Signature of Faculty	Signature of HoD	Remarks (if any)
				ICT Tool/Platform/ LMS	Resources	Activity							
1	1	I	Transformation of agriculture into agribusiness, various stakeholders and components of agribusiness systems.										
2		I	Importance of agribusiness in the Indian economy and New Agricultural Policy. Distinctive features of Agribusiness Management:										
3		I	Importance and needs of agro-based industries, Classification of industries and types of agro based industries.										
4		I	Institutional arrangement, procedures to set up agro based industries. Constraints in establishing agro-based industries.										
5	2	II	Agri-value chain: Understanding primary and support activities and their linkages. Business environment: PEST & SWOT analysis. Management functions: Roles & activities,										
6		II	Organization culture. Planning, meaning, definition, types of plans. Purpose or mission, goals or objectives, Strategies,										
7		II	polices procedures, rules, programs and budget. Components of a business plan,										
8		II	Steps in planning and implementation. Organization staffing, directing and motivation. Ordering, leading, supervision, communications, control.										

9	3	III	Capital Management and Financial management of Agribusiness										
10		III	Financial statements and their importance.										
11		III	arketing Management: Segmentation, targeting & positioning.										
12		III	Marketing mix and marketing strategies.										
13	4	IV	Consumer behaviour analysis, Product Life Cycle (PLC).										
14		IV	Sales & Distribution Management. Pricing policy, various pricing methods.										
15		IV	Project Management definition, project cycle, identification, formulation, appraisal, implementation, monitoring and evaluation.										
16		IV	Project Appraisal and evaluation techniques.										