



**Shobhit
University**
(Shobhit Institute of Engineering & Technology)

EDUCATION EMPOWERS
Estd. u/s 3 of UGC Act 1956



MBA

AGRIBUSINESS MANAGEMENT

Postgraduate Management Programme
(2 Year Residential)



Centre for Agricultural Informatics
and e-Governance Research Studies

About Us

Shobhit University aims to create a conducive, enabling academic climate to facilitate integration of the younger generation into the logic of the present system and to develop educational means by which men and women deal critically and creatively with reality and discover how to participate in the transformation of their world.

Acknowledging our mission to create the quality human resource in the niche and emerging areas, the Government of India, Ministry of Human Resource Development, vide its Notification No. F-9-37/2004-U.3 (A) dated 8th November, 2006 under section 3 of the University Grants Commission Act granted Deemed-to-be University status to Shobhit Institute of Engineering & Technology (Shobhit University, Meerut) at Meerut, (Delhi NCR), Uttar Pradesh.

About Centre

This Centre for Agricultural Informatics and e-Governance Research Studies, first-in-kind in India, is to impart conceptual, theoretical and applied knowledge of ICT, Management, Informatics, and Agriculture, to the Graduates of Agricultural and Allied Sciences. The Centre generates human resources with the right skills, knowledge, aptitude, entrepreneurial, and leadership qualities for effective design and implementation of ICT enabled agricultural production, supply-chain, value-chain and extension services to cater to the needs of Agricultural sector stakeholders (farmers, industry, research, extension and scientific organizations, etc), in global era, through the emerging field of Agricultural Informatics, e-Governance, AgriBusiness Management and Indian Language Computing.

Our Vision

- ⊗ To leverage on a mix of emerging and existing technologies for effective and inexpensive ICT penetration in agricultural development for productivity increase and income rise.
- ⊗ To be the global lead enabler in innovating solutions through Informatics for agricultural development and prosperity.

Our Mission

- ⊗ To prepare qualified and competent Agribusiness Management Professionals among the Graduates of Agriculture and Allied Sciences, as entrepreneurs for tapping benefits from increasing Agriculture, Food Processing and AgriBusiness Opportunities in Asia and Africa Nations.

AgriBusiness Management (ABM) Programme

Value-Chain developments, from production and consumption, are transforming the Indian agricultural sector and have created unprecedented demand for qualified Agribusiness Management Professionals to competently manage the agricultural Input-output operations and drive the agricultural growth for its increased contribution to India's GDP. There are newer areas emerging in management, like food retailing, supply chain, rural malls, Agribusiness Centres, business research, commodity trading, logistics, knowledge management, besides traditional areas of management, namely Agri-inputs and rural marketing.

Agribusiness denotes activities of Agricultural Sector integrated in terms of Production, Post-Harvest Management, Storage, Processing, Distribution, Marketing, Trading etc., together under different Organizational Networks. Agri Business Management (ABM) Programme, inter alia, caters to the emerging needs in the Agriculture and Food Sector, by producing following categories of skilled manpower:-

- ⊗ Management professionals for the Agri-Food Firms, Entreprises and Cooperatives;
- ⊗ Policy Makers for Government, Financial and associated Agencies;
- ⊗ Teaching Faculties and Research Professionals;
- ⊗ Agri-Business Consultants and Self-Employed Professionals;
- ⊗ Specialists who have understanding production technology as well as business management aspects of Agricultural sector.

AgriBusiness Management courses are designed with a vision of empowering Agricultural graduates with knowledge of systematic observation and analytical skills needed to take effective charge of the new socio-economic, agro-ecological conditions and to rise above the functional barriers in the execution of their responsibilities, in this challenging era.

The Course Curriculum is designed with extensive agricultural industry consultation and academic experts' advice. It integrates technical, functional, managerial and leadership aspects of management with a fusion of skills, techniques, qualities and values. The course is customized to the requirement of the industry.

The School of Business Studies (SBS) of the University offers Master in Business Administration (MBA) and is a Centre of Excellence for value-based management education. In collaboration with the SBS, the Centre of Agricultural Informatics and e-Governance Research Studies, offers the Course - MBA in Agribusiness Management. This Programme is being guided by Advisory Committee and Board of Studies constituted with renowned professionals from Academic Institutions, NGOs and Agricultural Industries.

Agricultural Growth of Rural India (AGRI)

Agricultural Growth of Rural India (AGRI) is an ISO 9001:2008 certified national level development organization and is officially registered under the Section 21 of the Societies Act 1860. With an all India presence, AGRI is engaged in agricultural and rural development with intensive focus on agriculture related information dissemination, training, capacity building and technology exposure by organizing workshops, rural marketing events, domestic and overseas trade and technology exposure visit programs for farmers and agricultural professionals from all over India. AGRI has active collaboration with various Central and State government agencies, Agricultural Universities and Research Institutes, NGOs and Rural Development Organizations. AGRI works very closely with several agribusiness and allied industries, Banks and MNCs for human resource development for agriculture sector. AGRI has also active partnership agreements with international organizations for its overseas activities.



Two Year Programme Course Structure

Semester-I

1. Information Technology & its Applications
2. Management Principles & Techniques
3. Accounting & Financial Analysis
4. Organizational Behaviour & Ethics
5. Agri Business Environment and Management
6. Quantitative Techniques
7. Marketing Management
8. Managerial Communication Methods
9. Segment Training (2 weeks)
10. Foundation Course (Bridge Course)

Semester-II

1. Financial Management
2. Agribusiness & Rural Marketing
3. Managerial Economics
4. Research Methods in AgriBusiness Management
5. Agriculture Production Systems Management
6. Managing Collectives (for Value Chain & Supply Chain) in Agriculture Sector
7. Operation & Agri Supply Chain Management
8. Human Resource Management
9. Agri Trade Policies and Procedures
10. Segment Training (2 Weeks)
11. Seminar in AgriBusiness Management

Semester-III

1. Business Law and Ethics
2. Innovation & Entrepreneurship
3. Project Management
4. Data Analytics and Modelling
5. ITeS in Agriculture Sector and Enterprises
6. Elective Paper (Any two Subjects)
 - a. Agricultural Marketing Management
 - b. Micro-Credit And Foreign Trade Finance
 - c. International Business
7. Elective Group - Industry (Any One Group)
 - A. Agri Input Management
 1. Inputs Marketing Management

2. Seed Production Technology
- B. Agri-Technology Management
 1. Farm Power & Machinery Management
 2. Management of Irrigation Systems
- C. Food Process Management
 1. Food Retail Management
 2. Vegetable Production and Post-Harvest Management
- D. Livestock, Poultry, Fisheries & Dairy Management
 1. Meat and Meat Product Management
 2. Dairy and Dairy Product Management
- E. Agro Forestry and Plantation Management
 1. Agro-forestry, Renewable Biomass based energy and Environmental Management
 2. Plantation Management – Agri Commodity, Production, Testing and Marketing
- F. Fertilizer Marketing Management
 1. Production, Imports, and Consumption; and Supply Chain Management
 2. Pricing (including subsidy), Promotion, Products, and Packaging
8. Practical Training (8 weeks)
9. Seminar in Agribusiness Management

Semester-IV

1. Strategic Management
2. Entrepreneur Development programme (projects formulation, economic viability, appraisal and cost-benefit ratio)
3. Database Management and Decision Support Systems (DSSs)
4. Elective Paper (Any two Subjects)
 - a. Banking & Insurance Management
 - b. International Agricultural Trade
 - c. Farm Business Management
5. Elective Group - Industry (Any One Group)

- A. Agri Input Management
 1. Agricultural Credit & Risk Management
 2. Agro Chemical Technology & Management
- B. Agri Technology Management
 1. Renewable Energy Resource Management
 2. Agricultural Bio-Technology & Business Management
 3. Precision Farming and IT Enabled Value Chains in Agriculture
- C. Food Process Management
 1. Food Technology & Processing Management
 2. Fruit Production & Post Harvest Management
- D. Livestock, Poultry, Fisheries & Dairy Management
 1. Poultry Products Technology and Processing Management
 2. Fish Products Technology & Processing Management
- E. Agro Forestry and Plantation Management
 1. Agro-Forestry produce Value-Chain Development
 2. Agri-Plantation Business Management
- F. Fertilizer Marketing Management
 1. Market Regulations, and Movement, Distribution and Quality Controls
 2. Procurement in international market and shipping arrangements
6. Seminar in Agribusiness Management
7. Field Work & Dissertation
8. Viva-Voce



Agricultural Growth of Rural India

ISO 9001:2008 Certified



Eligibility

Students having Graduate Degree – B.Sc in Agriculture or Allied Science; B.Tech / B.E in Biotechnology, Food Technology, Agro-Forestry, Micro Biology etc.; Students having Post-Graduate degree in Mathematics, Physics, Statistics, Rural Development, Geography, Economics, Information Technology, Bio-Informatics, Bio-Technology and Forestry etc.; from recognized University / Institute from India and Abroad.

How to apply

Prospectus and application form can be obtained from the University's Admission Cell, at a cost 100/- (Rupees Hundred only) paid in cash or by DD in favour of Shobhit University, payable at New Delhi; alternatively, the student can download the application form from the University website and courier the same along with the DD to the University Admission Cell. Incomplete form will not be accepted.

Salient Features

- ✧ Industry and Academic Experts Invited Lectures
- ✧ Facilitation for getting Certification (e.g. NFSM, AgriBusiness etc)
- ✧ Outstanding, Committed and Experienced Faculties

- ✧ Faculties Career Development Programme
- ✧ HRD Training and PD Classes
- ✧ Compulsory Study Tours, and Industry and Farms Visits
- ✧ Segment Training and Internship
- ✧ Incubator Training for entrepreneurship development
- ✧ Newsletter, Magazine and Journal for research paper publication
- ✧ Conference, Workshop, Seminar, Round-table Discussion and Brainstorming Session

Selection Procedure

- ✧ Aspirants are required to take standard Test (MAT/CAT and others recognized Tests) of Management and these Test Scores are considered;
- ✧ All Aspiring candidates have to go through GD/PI in person or through telephonic rounds;
- ✧ Admissions are subject to the positive verification of the records/documents as mentioned in the application form;
- ✧ All selected candidates taking up admission have to mandatorily submit undertaking and indemnity to be signed both by the Student and their Parent agreeing to confirm to the rules and the code of conduct of the University;

Facilities Available

- ✧ Library including eBook Resources
- ✧ Canteen
- ✧ Clean Drinking Water (RO)
- ✧ Bank / ATM
- ✧ Placement Cell
- ✧ Girls Hostel and Boys Hostel
- ✧ Sports and Cultural events
- ✧ Transport
- ✧ Internet with Wi-Fi facilities

Linkages

Institutional Linkages

This Course envisages to have linkages with MCIT Institutions, ICAR Institutions, CGIAR Institutions, Indian Central and State Agricultural Universities, Farm Science Centres, Agricultural Universities abroad. Special linkages with respect to Agricultural Universities in ACP countries, European Union, United States, Australia and Asian Countries.

Industry Linkages

Effective linkages for Supply Chain and Value Chain with Agricultural Industries.

Program Directors



Prof. M. Moni, is Professor Emeritus (Agricultural Informatics & e-Governance), Centre for Agricultural Informatics & e-Governance Research Studies, Department of Agri-Informatics Engineering, Shobhit University, Meerut.

Prof. M. Moni is the Former Director General of National Informatics Centre, which is a premier Institution of Department of Electronics & Information Technology, Ministry of Communications and Information Technology,

Government of India, in the areas of e-Governance and Informatics development. A Well Known Senior Technocrat in the field of Informatics and e-Governance in the Country, having more than 34 years of experience, and his research publications/reports/lectures/Addresses (of about 250) have generated academic and research interests in the areas of regional development, agricultural development and informatics development. Played a significant role in taking e-Governance in India and strived hard, thought strategically for long-term solutions, fought ground realities and challenges faced the country, yet devised ways to succeed. Instrumental in visualising and operationalising the DISNIC programme (1987) - an e-Government Programme in 28 Sectors for about 512+ districts during 1987-92 and Digital Networks for Farmer (DNF) in 1995 which are considered as the major steps towards e-Governance and Agricultural Informatics for Development in India.

Prof. Moni is the Recipient of Seva Ratna Award 2004 (The Centenarian Trust, Chennai) and Bhoogol Bhushan Award 2006 (The Deccan Geographical Society India, Pune) for ICT for Agricultural development (ICT4Ag) in India, and also nominated to the Technology Museum Award, USA 2004 and 2005 for visualising and operationalising the AGMARKNET Project in India. He is also the Chairman, Indian Council of Food and Agriculture (ICFA) Working Group on ICT, and Member, ICFA Working Group on North Eastern Region Development.

Dr. Sahdev Singh, is Executive Director, Agricultural Growth of Rural India (AGRI), New Delhi.

Dr. Sahdev Singh has earlier worked as Director, Institute of Agribusiness Management (IABM), NOIDA, India and the Faculty Member of the ABM Programme at the Asian Institute of Technology (AIT), Bangkok, Thailand. He has also served as Faculty Member of the Bio-Resources Engineering Department of the University of Maryland at College Park, USA, after his PhD from Virginia Tech, USA. He has 30 years of both International and National Experience (USA, Thailand and India) of teaching, research, consultancy, outreach and professional training at several Universities and FAO-UN. He has established Pagdandi International as an outreach arm of AGRI and serves as its honorary Executive Director. He has written one book on ICT in agricultural development, 8 book chapters, and more than 50 research papers and case studies in various international journals, international conference proceedings, and UN reports. As a certified trainer from ILO-UN (Italy), he has trained more than 1000 project and development professionals from more than 50 countries.

Dr. Singh has traveled extensively around the World on professional consultancy missions, as invited conference speaker, and as resource person of several international organizations, including AIT, APAARI-FAO, CGIAR, GFAR, ADB, UN-ESCAP, UN-ISDR, IFAP, WFP, WITFOR and UNDP. He has been a scholarship student throughout his formal education in India, Thailand, and USA, and has memberships in various professional associations. He served as Assistant Editor of International Agricultural Engineering Journal (IAEJ) and as Board Member of the Asian Federation for Information Technology in Agriculture (AFITA), a network of national and international institutions to promote knowledge sharing using ICT.



To know more about Course structure, fee details, infrastructural facilities and Admission Form, please visit: www.shobhituniversity.ac.in



Centre for Agriculture Informatics and e-Governance Research Studies
Shobhit University

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Agricultural Growth of Rural India (AGRI)

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