UNIVERSITY OF SARGODHA

DEPARTMENT OF AGRICULTURAL ECONOMICS, COLLEGE OF AGRICULTURE

COURSE OUTLINE Spring 2020

Course Title: Agribusiness Management

Course Code: AE-310

Credit Hours: 3(3-0)

Instructor:

Email:

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| **DESCRIPTION AND OBJECTIVES** |

This course provides a perspective and understanding of the key components of Agricultural Business management, with a focus on the management tools used to measure business performance. There will be an emphasis on evaluating farm businesses incorporating financial, marketing, production and human resource management tools, decision making techniques, technology adoption and management of risk.

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| **INTENDED LEARNING OUTCOMES** |

After completing the course, students will have developed some understanding of concepts, principles and issues in business management.

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| **COURSE CONTENTS** |

Scope and objectives of Agribusiness Management; Functions of management; Forms of business organizations; Principles and Techniques of farm planning, operation and management. Enterprise budgeting, Resource constraints, optimum combinations and alternate business plans. Balance Sheet, income statement and their analysis; Benefit Cost Analysis, Uncertainty and Risk in Farm Business; Risk Management Strategies; Supply chain management and Relevant Case studies. Role of Government in Agribusiness management.

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| **READINGS** |

*Recommended Book*

1. Downey, W.D. & Erickson, S. P. (2002). Agribusiness Management. Singapore: McGraw Hill Education.
2. Castle, E. N., Becker, M. H. & Nelson, A. G. (2002). Farm Business Management. New York: Macmillan.

*Suggested Books*

1. Kinsey, B. H. (2000). Agri. Business and Rural Enterprise. London:Croom Helm Ltd.
2. Goldberg, R. A., Wilson, L. M., & Austin, J. E. (1974) Agribusiness Management for Developing Countries. Cambridge, MA: Ballinger Publishing Company.
3. Buckett, M. (1981). An Introduction to Farm Organization and Management. Elsevier Science &Technology Books.
4. Kay, R., Edwards, W., & Duffy, P. (2007). Farm Management. 7th Edition. McGraw Hill Education, EU.

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| **COURSE SCHEDULE** |
| **Week** | **Topics and Readings** | **Books with Page No.** |
| 1 | Scope, Importance and Dimensions of Agribusiness Management. Structure of Agribusiness Management | Book:A. C. Broadway and Arif. A. Broadway. A Textbook of Agribusiness Management. Page: 3-7 |
| 2 | Agribusiness Management. The distinctive features of Agribusiness Management. The Importance of good management. | Book:A. C. Broadway and Arif. A. Broadway. A Textbook of Agribusiness Management. Page: 87-96 |
| 3 | Functions of Management | Book: G.L. Meena., S.S Burark, D.C. Pant and Rajesh Sharma. Fundamentals of Agribusiness Management Page: 41-80 |
| 4 | Forms of Business Organizations | Book: Lawrence J. Gittman. Principles of Managerial Finance. Page 5-8 |
| 5 | Balance Sheet Analysis | Book: G.L. Meena., S.S Burark, D.C. Pant and Rajesh Sharma. Fundamentals of Agribusiness Management Page: 108-119 |
| 6 | Income Statement Analysis | Book: G.L. Meena., S.S Burark, D.C. Pant and Rajesh Sharma. Fundamentals of Agribusiness Management Page: 120-128 |
| 7 | Benefit-Cost Analysis | Book:A. C. Broadway and Arif. A. Broadway. A Textbook of Agribusiness Management. Page: 76-81 |
| 8 | Risk Management Strategies | Book:A. C. Broadway and Arif. A. Broadway. A Textbook of Agribusiness Management. Page: 82-86 |
| 9 | Role of Government in Agribusiness Management | Book: Ronald Schneiderheinze and Christna Wood. Agribusiness: Sales, Marketing and Management. Page: 115-127 |
| 10 | Supply Chain ManagementBook: G.L. Meena., S.S Burark, D.C. Pant and Rajesh Sharma. Fundamentals of Agribusiness Management Page: 224-228 |  |
| 11 | Relevant Case Studies to Supply Chain Management | Book: G.L. Meena., S.S Burark, D.C. Pant and Rajesh Sharma. Fundamentals of Agribusiness Management Page: 228-232 |
| 12 | Principles and Techniques of Farm Planning | Book:A. C. Broadway and Arif. A. Broadway. A Textbook of Agribusiness Management. Page: 101-103 |
| 13 | Operations and Management of Farm | Book:A. C. Broadway and Arif. A. Broadway. A Textbook of Agribusiness Management. Page: 106-109 |
| 14 | Enterprise Budgeting | Book:A. C. Broadway and Arif. A. Broadway. A Textbook of Agribusiness Management. Page: 103-106 |
| 15 | Resource Constraints | Book:A. C. Broadway and Arif. A. Broadway. A Textbook of Agribusiness Management. Page: 82-86 |
| 16 | Optimum Combinations and Alternate business plans | Book: G.L. Meena., S.S Burark, D.C. Pant and Rajesh Sharma. Fundamentals of Agribusiness Management Page: 48-58 |

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| **RESEARCH PROJECT/PRACTICAL/LABS/ASSIGNMENTS** |

1. Prepare Balance Sheets for Agribusiness
2. Marketing System of vegetables, fruits and grains in Pakistan
3. Concept of New Product Development

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| **ASSESSMENT CRITERIA** |

Sessional: 12 (Class Attendance:2, Presentation: 4, Assignments: 6)

Mid Term Test: 18

Final Term Test: 30