

TAMIL NADU AGRICULTURAL UNIVERSITY



B.S. (Agri Business Management)

**Agricultural College and Research Institute
Coimbatore –641 003**

BS AGRIBUSINESS MANAGEMENT

(BSAM)

SCOPE

- Agribusiness is a sunrise industry
- Human Resource for Meeting the Marketing challenges
- Strengthen Industry-Institution Linkages
- To Meet the stakeholders requirements

CAREER OPPORTUNITIES

- Sales Manager in super and hyper markets
- Agribusiness Credit Officer
- Commodity Trade & Technical analysis
- Marketing & Advertising
- Farm /Plantation Management
- Procurement personnel
- Marketing of financial products and Services
- Agribusiness credit manager
- Human resources Manager
- Supply chain Manager
- Marketing research and analyst
- Logistics Manager

LEARNING SYSTEM

- Lectures & Group Discussions
- Case studies
- Individual and group projects
- Internship opportunities
- Industry Visits
- e-learning
- Outsourcing

COURSES AND CREDIT DISTRIBUTION

Particulars	No of Courses	Credits
Core courses	19	42
Economics	04	9
General Agri-science studies	12	34
University Courses	10	22
Agribusiness Work Experience	3	10
Professional electives	6	18
Total	54	135

CORE COURSES

S.NO	CODE	COURSE TITLE	CREDIT HOURS
1	ABM	Basic Business Economics	2+1
2	ABM	Macro Economics for Business Management	1+1
3	ABM	International agriculture	2+0
4	ABM	Principles of Management	1+0
5	ABM	Production and Operations Management	2+1
6	ABM	Agro food Marketing	2+1
7	ABM	Input Marketing Management	1+1
8	ABM	Business Research Methods	1+1
9	ABM	Introduction to Business Law	1+1
10	ABM	Financial and Management Accounting	2+1
11	ABM	Human Resource Management	1+1
12	ABM	Introduction to Organizational Behaviour	1+1
13	ABM	International Trade and Export Management	2+1
14	ABM	Principles of Banking and Insurance	1+1
15	ABM	Rural Industries and Entrepreneurship Development Programmes	2+1
16	ABM	Project Analysis and Business Consultancy	2+1
17	ABM	e-Business	1+1

18	ABM	Seminar in Agribusiness Management	0+1
19	ABM	Advanced Seminar in Agribusiness Management	0+1
Total Credits			25+17=42

ECONOMICS AND BUSINESS SKILLS

SL.No.	CODE	COURSE TITLE	CREDIT HOURS
1.	AEC	Farm Business Management	2+1
1.	AEC	Commodity Trading and Technical analysis	2+1
1.	AEC	Natural Resource Economics	1+1
1.	AEC	Intellectual Property Rights	1+0
Total Credits			6+3=9

GENERAL AGRI. SCIENCE STUDIES

SL.No.	CODE	COURSE TITLE	CREDIT HOURS
1.	AGR	Orientation of Agricultural systems	1+1
1.	PBG	GM Crops and Foods	2+1
1.	SAC	Manures, Fertilizers and Agricultural Chemicals	2+1
1.	HOR	Commercial Horticulture	2+1
1.	TAU	Principles and Applications of Plant Protection	2+1
1.	AGM	Principles and Applications of Microbiology	2+1
1.	FOR	Forest Products and Commercial Utilization	2+1
1.	FMP	Farm Machinery and Food Processing Equipments	2+1
1.	SWC	Advances in Soil and Water Management Technologies	2+1
1.	SST	Commercial Seed Production	2+1
1.	ENS	Environment Management	1+1
1.	STA	Statistical Packages for Agri Business Management	2+1
Total Credits			21+13=34

UNIVERSITY COURSES

SL.No.	CODE	COURSE TITLE	CREDIT HOURS
1.	TAU	Applied Physical Sciences	2+1
1.	COM 101	Introduction to Computer Technology & Programming Languages	0+2
1.	PIT	Applied Agro Informatics	2+1
1.	PIT	Electronics and Instrumentation Technology	2+1
1.	TAU	Applied Mathematics	2+1
1.	TAU	Applied Statistics	2+1
1.	LAN	Soft Skills	0+1
1.	LAN	English Speaking and Writing Skills [off class mode]	0+2
		Languages [off class mode]	
1.		NCC / NSS	0+1
1.	PED	Physical Education	0+1
Total Credits			10+12=22

PROFESSIONAL ELECTIVES

<p>Inter disciplinary courses having concept orientation Example: Input Marketing, Supply chain management etc of 7 courses per concept.</p>	18
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AGRI BUSINESS WORK EXPERIENCE

SL.No.	CODE	COURSE TITLE	Credit Hours
1.	ABM	Agri Business Internship [2 Months]	0+8
1.	ABM	Agri Business Project Work [2 Semesters]	0+1
1.	ABM	Industry and Educational Tour [2 Programmes of 14 days each]	0+1
Total Credits			0+10