



## P.G. Diploma in Agri Business Management

Information and details about the PGP ABM program are as follows.

The program has been designed to offer to eligible students a course that concentrates not only on agriculture and all its specifications but also on the business management aspect of it.

This course is geared to acquaint students with the application that agriculture has, in various other sectors of the economy as well.

The course essentially creates professionals who would work specifically in integrating the primary sector of agriculture into secondary and tertiary sectors which are more profitable.

This program offers candidates an opportunity to become technically and managerially proficient in all aspects of agriculture.

Graduates from this course can find jobs in sectors ranging from banking and retail to of course agriculture.

What is the Syllabus of PGP ABM?

BA Criminology is a 2-year diploma program. The course curriculum incorporates various assignments, presentations and projects. The detailed syllabus of PGP ABM course is given below:

Trimester 1	Trimester 2	Trimester 3
Business Communication and presentation skills	Business Statistics	Human Resource Management
Basic Financial Accounting	Marketing Strategies and techniques	Operational Research



# केन्द्रीय शैक्षणिक एवम् तांत्रिक माहिती संशोधन समीती

**CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE**  
 AN AUTONOMOUS INSTITUTION REGD. BY THE GOVT. OF NCT OF DELHI UNDER ITA 1882 GOVT. OF INDIA  
 REGD. BY NCS-MINISTRY OF LABOUR AND EMPLOYMENT GOVT. OF INDIA  
 REGD. AT MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSME), GOVT. OF INDIA  
 An Autonomous Organization works for IT, HRD & Literacy



NCS-REGD. OFFICE  
 Govt. of India  
 REGD. NO.: S14K81-1040424644087



सत्यमेव जयते

Advanced Computer Skills	Macroeconomic theory and policy	Financial marketing (corporate finance)
Business mathematics	Cost and control systems	Quantitative techniques for agribusiness
Organizational behaviors	Management information systems and e-commerce	Agricultural input marketing
Principles and practices of management	Written analysis communication	Project management
Principles of marketing management	-	Marketing research
Managerial economics (micro)	-	Procurement management
Trimester 4	Trimester 5	Trimester 6
Sales and distribution management	Rural marketing	Advertising and communication
Commodity trading figures and options	Logistics and supply chain management	Business law and ethics
Agricultural extension management	Customer relationship management	Risk management in agribusiness
Enterprise resource planning systems (ERP)	Agricultural export management and information trade	Total quality management
Strategic management	Elective (2)	Electives (2)



# केन्द्रीय शैक्षणिक एवम् तांत्रिक माहिती संशोधन समीती

**CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE**

AN AUTONOMOUS INSTITUTION REGD. BY THE GOVT. OF NCT OF DELHI UNDER ITA 1882 GOVT. OF INDIA

REGD. BY NCS-MINISTRY OF LABOUR AND EMPLOYMENT GOVT. OF INDIA

REGD. AT MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSME), GOVT. OF INDIA

An Autonomous Organization works for IT, HRD & Litarcy



NCS-REGD. OFFICE  
Govt. of India



सत्यमेव जयते

REGD. NO.: S14K81-1040424644087

Banking and Agri finance	Live project	Individual project
Agricultural business environment	-	-

