

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	MBA				Branch/Spec.	Innovation, Entrepreneurship and Venture (Minor Specialization - Agribusiness and Food Innovation)			
Semester	IV				Version	2.0.0.0			
Effective from Academic Year			2026-27		Effective for the Batch admitted in			January 2026	
Course Code	IVA06ASF	Course Name			Agripreneurship and Sustainable Farm Operations				
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0		4	Theory	60	40	100
Hours	4	0	0		4	Practical			
Pre-requisites									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	The students will be able to analyze the modern agribusiness landscape, identify entrepreneurial opportunities, and apply foundational innovation models like the Business Model Canvas to a new venture concept.								
CO2	The students will be able to evaluate the distinct operational management strategies for diverse agribusiness models.								
CO3	The students will be able to analyze the business applications of modern farm innovations and formulate a go-to-market strategy for an Agri-Tech product or service.								
CO4	The students will be able to formulate a comprehensive business plan for an agri-venture and integrate strategies.								
CO5	The students will be able to analyze and plan sustainable growth within the existing policy framework.								
Theory Syllabus									
Unit	Content								Hrs.
1	Foundations of Agripreneurship & Venture Ideation, The Agri-Tech Revolution & The Global Food Challenge, The Agripreneurial Mindset & Skillset, Lean Startup Methodology for Agriculture, Business Model Canvas & Value Proposition Design, The Agri-Venture Ecosystem: Startups, Incubators, VCs, FPOs, Identifying Market Gaps: Problem-Solution Fit, Market Sizing & Opportunity Assessment in Agriculture. Sustainable and Climate-Smart Agri-Ventures – Exploring business opportunities in regenerative agriculture, precision farming, and sustainable agri-inputs. Digital Transformation in Agri Value Chains – Role of IoT, AI, blockchain, and data analytics in enhancing productivity, traceability, and efficiency. Financing and Scaling Agri-Startups – Innovative funding models, impact investment, government schemes, and global scaling strategies for agripreneurs.								12
2	Operations Management of Agri-Ventures; Cooperative Management: Governance, Member Engagement, Business Models; Dairy Farm Management (Business View): Herd Economics, Quality Control, Value Addition; Protected Cultivation (Polyhouse): Crop Economics, Operational Efficiency, Market Linkages; Agro-Processing Unit Management: Process Flow, Quality, Capacity Planning; Supply Chain & Cold Chain Logistics for Perishables; Working Capital Management in Seasonal Businesses; Quality Management & Certifications (Organic, Global G.A.P.); Agri Supply Network Digitization and Traceability Systems; Farm Resource Optimization and Mechanization Strategies; Risk Management and Insurance in Agri Operations.								12

3	Farm Innovation & Go-to-Market Strategy; Precision Farming Technologies (Business Impact): Drones, Sensors, VRT, Farm Management Software; New Product Development (NPD) in Agri-Food & Value Addition; Building a Brand in the Agricultural Sector; Go-to-Market Strategy: Direct-to-Consumer (D2C) vs. B2B; Digital Marketing for Agribusiness & Rural Markets; Building Farmer Networks & Channel Partner Strategies; Pricing Strategies for Agri-Inputs, Services & Produce; Agri-Export Strategy and Global Market Access; Data-Driven Decision Making in Agri-Markets; Customer Experience and Value Co-Creation in Agri-Enterprises.	12
4	Funding, Finance & Supply Chain for Agri-Startups; The Agri-Tech Funding Ecosystem: Angels, VCs, Impact Investors; Crafting the Investor Pitch Deck & Financial Storytelling; Valuation of Agri-Startups (Conceptual Frameworks); Financial Projections for Agri-Ventures; Government Schemes, Subsidies & Grants for Agripreneurs; Building a Resilient Agri-Food Supply Chain: Sourcing, Procurement & Vendor Management; Managing Risks: Price Volatility, Climate, Geopolitical; Innovative Financing Models in Agri-Business; Working Capital and Cash Flow Management in Agri Startups; Supply Chain Financing and Digital Trade Platforms..	12
5	Scaling, Sustainability & Policy Environment, Challenges of Scaling an Agri-Venture, Growth Strategies: Franchising, Expansion Models, Partnerships, Sustainable Agriculture & The Business Case for it, ESG Reporting & Communicating Impact to Stakeholders, The Agri-Policy Landscape: APMC, Contract Farming, FPO Policies, Building the Founding Team & Ethical Leadership, Exit Strategies: M&A and IPO. Considerations for Agri-Startups.	12

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Practical, assignments and tutorials are based on above syllabus.

Text Books

1	Christensen, C. M. The Innovator's Prescription: A Disruptive Solution for Health Care. McGraw-Hill, 2008.
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Reference Books

1	Blank, S., & Dorf, B. The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company. K&S Ranch, 2012.
2	Boehlje, M. D., & Gloy, B. A. Agribusiness Management. 5th Edition, Wiley, 2018.
3	Kawasaki, G. The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything. Portfolio, 2015.
4	Feld, B., & Mendelson, J. Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist. 4th Edition, Wiley, 2019.
5	Birchall, J. People-Centred Businesses: Co-operatives, Mutuals and the Idea of Membership. Palgrave Macmillan, 2011.
6	Srinivasan, A. (Ed.). Precision Agriculture for Small-Scale Farming. CRC Press, 2021.
7	Sila, V., & Rono, B. K. Agricultural Value Chain Finance: Tools and Lessons. Practical Action Publishing, 2017.
8	Nestle, M. Food Politics: How the Food Industry Influences Nutrition and Health. University of California Press, 2013.
9	Porter, M. E. Competitive Strategy: Techniques for Analyzing Industries and Competitors. Free Press, 1980.
10	Christopher, M. Logistics & Supply Chain Management. 5th Edition, Pearson, 2016.

ICT/MOOCs Reference

1	Coursera: Sustainable Agricultural Land Management – University of Florida
2	Udemy: Agribusiness Management and Agricultural Entrepreneurship

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P S O 1	P S O 2	P S O 3	P S O 4
CO1	3	3	2	2	–	–	3	3	2	3	3	3	2
CO2	3	3	2	–	–	–	2	2	2	2	3	3	–
CO3	3	3	2	2	–	–	3	3	3	3	3	3	2
CO4	3	3	3	2	2	2	3	3	3	3	3	3	3
CO5	3	3	2	–	–	3	3	2	3	3	3	3	3