

SEMESTER-II

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Program	MBA		Branch/Spec.		MBA (Agribusiness)				
Semester	II				Version	1.0.0.0			
Effective from Academic Year			2025-26		Effective for the batch Admitted in			June 2025	
Subject code	IIA01AFO		Subject Name		Certificate Course in Agripreneurship, Farm Innovation and Operations				
Teaching scheme									
(Per week)	Lecture(DT)		Practical(Lab.)		Total				
	L	TU	P	TW					
Credit	4	0	0		4				
Hours	4	0	0		4				
Objective:									
To equip students with an integrated strategic and operational framework to design, manage, and scale innovative and sustainable agri-food ventures.									
Course Outcome:									
CO 1: 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.									
CO 2: The students will be able to evaluate the distinct operational management strategies for diverse agribusiness models, including cooperatives, dairy farms, and protected cultivation (polyhouse) units.									
CO 3: 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.									
CO 4: The students will be able to formulate a comprehensive business plan for an agri-venture, integrating strategies for funding, scaling, supply chain management, and 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.								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.).								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 &								12

	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.	
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.	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
Practical content		
Reference Books		
1.	Christensen, C. M. The Innovator's Prescription: A Disruptive Solution for Health Care. McGraw-Hill, 2008.	
2.	Blank, S., & Dorf, B. The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company. K&S Ranch, 2012.	
3.	Boehlje, M. D., & Gloy, B. A. Agribusiness Management. 5th Edition, Wiley, 2018.	
4.	Kawasaki, G. The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything. Portfolio, 2015.	
5.	Feld, B., & Mendelson, J. Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist. 4th Edition, Wiley, 2019.	
6.	Birchall, J. People-Centred Businesses: Co-operatives, Mutuals and the Idea of Membership. Palgrave Macmillan, 2011.	
7.	Srinivasan, A. (Ed.). Precision Agriculture for Small-Scale Farming. CRC Press, 2021.	
8.	Sila, V., & Rono, B. K. Agricultural Value Chain Finance: Tools and Lessons. Practical Action Publishing, 2017.	
9.	Nestle, M. Food Politics: How the Food Industry Influences Nutrition and Health. University of California Press, 2013.	
10.	Porter, M. E. Competitive Strategy: Techniques for Analyzing Industries and Competitors. Free Press, 1980.	
11.	Christopher, M. Logistics & Supply Chain Management. 5th Edition, Pearson, 2016.	