
Title: Agri-Business Management
Credit Hours: 3**Code: MGMT 325**
Year /Semester: I/II**48 Hours**

Course Objectives:

The primary objective of the course is to develop orientation in students on business prospects of agricultural products and services. It helps students to acquire professional skills in using appropriate management tools and techniques in the context of agribusiness in Nepal.

Unit 1 Introduction**12 Hours**

Role of Agriculture in Nepalese Economy, Problems and Policy Changes Relating to Farm Supplies, Farm Production, Agro-Processing, Agricultural Marketing, Agricultural Finance etc. in the Country; Economic Reforms and Nepalese Agriculture, Recent Change on Agri- Business Sector; Emerging Trends in Production, Processing, Marketing and Exports; Policy Controls and Regulations Relating to Agri-Business Enterprises; Agri-Business Policies -Concepts, Formulating Pricing and Marketing Policies; Concept of Public Distribution System

Unit 2 Management of Bio Tech Industries**10 Hours**

Agricultural Needs & Application of Biotechnology for Agricultural Uses and Benefits; Tissue Culture, Disease Surveillance, Quality Products and Productivity Based Industries, Their Structure, Quality Parameters and Marketing

Unit 3 Management of Floriculture and Landscaping**10 Hours**

Recent Advances in Floriculture Industry; Evolution of New Cultivators and Production Technology of Ornamental Plants; Response of Flowers to Environmental Conditions and Landscape Gardening; Style of Gardening, Landscaping in Newly Developed Towns And Cities; Commercial Cultivation of Flower Crops Like Rose, Marigold, Aster, Carnation; Extraction, Purification and Storage of Essential Oils and Perfumes; Post Harvest Changes in Cut Flowers

Unit 4 Poultry and Hatchery Management**12 Hours**

Introduction to Poultry and Hatchery Industry, Establishing a Poultry and Hatchery Unit -Location, Size and Construction, Equipment and Physical Facilities, Organizing and Managing a Poultry, Incubation and Hatching, Production of Quality Chicks and Eggs, Factors Affecting Hatchability, Bio Security and Hatchery Sanitation, Handling of Hatching Eggs, Maintaining Chick Quality, Chick Grading, Sexing, Packing, Dispatch, Transportation and Chick Delivery, Franchise Hatcheries, Custom Hatching, Brooding, Growing and Laying Management, Crises Management, Industrial Feeding, Housing and Disease Management, Waste Management

Unit 5 Fruit Production and Post-harvest Management**12 Hours**

Present Status of Fruit Industry in Nepal and Emerging Scenario; Major Fruit Growing Zones, Management of Fruit Production Technology for Domestic and Global Market; Post Harvest Handling Technology, Harvesting, Pre-Cooling, Grading, Packing, Storage and Transportation for Cooling, Grading, Packing, Storage and Transportation, Pre and Post -Harvest Management for Quality and Shelf Life; Fruit Processing Industry; International Trade in Fruits, Problems and Prospects with respect to Global Marketing of Fruits, Government Policy and Incentives for Domestic and Global Trade

Reference Books:

1. James j Beirelien, Kenneth, Donald D, *Principles of Agri Business Management*
2. Ganga Dhar Bhatia. *Agri Business Management* (latest edition). Mittal Publication
3. Related Publications of Ministry of Agriculture and other concerned government agencies
4. Related Publications of FNCCI and other professional and non- governmental organizations