

Course Outline

Course Title: Agribusiness Management

Course Code: MGT 424

Course Credit: 03

Total Number of Classes: 28

Course Textbooks & References

1. Barnard, F., Akridge, J., Dooley, F., & Foltz, J. (2016). *Agribusiness management* (5th ed.). Routledge.
2. Wills, W. J. (1998). *An introduction to agribusiness management*. Prentice Hall.
3. Gibson, J. D. (2012). *Agribusiness: Management, marketing, human resource development, communication and technology*. AgriMedia.

Note: Students are encouraged to consult additional relevant books, journal articles, and online academic resources to enhance their understanding of the course topics.

Detailed Course Outline

Class No.	Topic	Contents	Reference Book
1	Introduction to Agribusiness	Definition, Scope, Types, & Importance of Agribusiness; Agriculture & Agribusiness Relationship.	Combination of all
2	Agribusiness Development and Importance	Historical Development of Agriculture and Agribusiness; Development of Agribusiness in Bangladesh & Its Contribution to Rural Economy.	
3	Agribusiness System and Value Chain	Components Of Agribusiness System; Input Supply, Production, Processing, Marketing, Distribution, & Value Addition.	Book 2
4	Types of Agribusiness Enterprises	Different Types of Agribusiness Enterprises; Examples from Bangladesh Agro-Processing, Dairy, Poultry & Fisheries Sectors.	Book 1
5	Agribusiness Opportunities	Scope And Future Opportunities of Agribusiness Entrepreneurship.	Book 3
6	Development of Agribusiness Enterprises	Start-Up Plan of Agribusiness; Identifying Business Opportunities.	Book 1
7	Enterprise Planning	Preparation of Enterprise Plan; Production, Marketing, Financial and Risk Planning.	
8	Business Plan Development	Setting Appropriate Business Plans; Business Plan Preparation for Bangladeshi Agro-Enterprises.	Book 2
9	Ownership and Organization	Forms And Ownership of Agribusiness Enterprises: Sole Proprietorship, Partnership, Company, Cooperative.	Book 1
10	Enterprise Management	Management Principles and Decision Making in Agribusiness Enterprises.	Book 3
11	Technology in Agribusiness	Impact of Technology in Agribusiness; Digital Transformation in Agriculture.	Book 2
12	Modern Agricultural Technologies	ICT, Precision Agriculture, Automation, Smart Farming & Mobile-Based Agricultural Services in Bangladesh.	Book 3
13	Quality Management	Quality Control, Standards, Product Quality & Safety Challenges in Agribusiness.	Book 2

14	Food Safety Issues	Food Contamination, Traceability, Pesticide Residue Management & Food Safety Regulations in Bangladesh.	Book 3
15	Marketing Concept	Concept of Marketing; Importance & Functions of Marketing in Agribusiness.	Book 1
16	Marketing Environment	Internal & External Marketing Environment; Consumer Behavior.	Book 3
17	Marketing Mix	Product, Price, Place and Promotion Strategies; Branding & Packaging of Agricultural Products.	Book 2
18	Distribution Channel	Marketing Channels; Wholesalers, Retailers, Processors and Supply Chains.	Book 1
19	Storage and Post-Harvest Management	Storage Facilities; Reduction of Post-Harvest Losses; Cold Chain Management in Bangladesh.	Book 3
20	Pricing and Promotion	Advertising, Pricing Strategies and Constraints of Agribusiness Marketing.	Book 2
21	Finance in Agribusiness	Financial Need Assessment; Fixed Cost and Operating Cost Analysis.	Book 1
22	Sources of Finance	Sources of Finance; Agricultural Credit, Banks, NGOs and Investment Opportunities.	Book 3
23	Financial Management	Cost Of Finance; Profitability Analysis and Financial Decision Making.	Book 2
24	Accounting in Agribusiness	Record Keeping, Accounting Procedures, Cash Flow and Financial Statements.	Book 1
25	Entrepreneur and Entrepreneurship	Concept of Entrepreneur and Entrepreneurship; Characteristics of Entrepreneurs.	Book 3
26	Agribusiness Entrepreneurship	Entrepreneurship Opportunities; Successful Agribusiness Entrepreneurs in Bangladesh.	Book 2
27	Entrepreneurial Environment	Business Environment, Challenges & Institutional Support for Entrepreneurs.	Book 3
28	Agribusiness in Bangladesh	Present Status, Prospects and Challenges of Agribusiness Development; Institutional Support in Bangladesh; Future Opportunities in Export-Oriented Agro-Processing and Climate-Smart Agribusiness.	Book 1

Assessment Components

- ~ **Midterm Examination:** Evaluation of students' understanding of fundamental concepts, agribusiness systems, enterprise development, and marketing basics.
- ~ **Case Study:** Analysis of successful agribusiness enterprises in Bangladesh such as dairy, poultry, fisheries, agro-processing, or agricultural startups.
- ~ **Assignment:** Preparation of an agribusiness enterprise plan including market analysis, production plan, financial plan, and risk assessment.
- ~ **Term Paper & Group Presentation or Videography:** Students will prepare a detailed report on a selected agribusiness sector, including opportunities, challenges, and prospects. Group presentation on agribusiness opportunities, technologies, marketing strategies, or entrepreneurship cases.

Note: The course contents and chapter distribution *may be revised according to emerging issues, current scenarios, and students' feedback*. Students' preferences will be considered and prioritized in deciding midterm examination **dates, selected chapters, term paper topics**, and group presentation **themes**.

Prepared by

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