

IGNOU
School of Agriculture

Post Graduate Diploma in Agribusiness (PGDAB)

Agriculture is shifting from subsistence farming to commercial activity. New opportunities are opening up in the agriculture sector due changing business environment, socio-economy of the country, and global scenario. The sector is strongly responding to the demands of consumers and markets in terms of the diversified product base, quality, and price. The development of competitive and quality agriculture with the diminishing role of government has become the forefront of the agricultural economy. There is an unparallel demand on the capabilities and competence of human resources responsible for linking farm production with consumption *vis a vis* economics-environment equilibrium. Keeping this in view, the School of Agriculture has developed the PG Diploma in Agribusiness (PGDAB) programme. The target group of this programme is graduates in agriculture and allied field, in-service and practicing agricultural extension and development professionals, professionals of NGOs, cooperatives, Corporate, financial, and marketing organizations/institutions.

Objectives:

The objectives of the programme are:

- To develop agribusiness professionals in agriculture, food, and allied sectors;
- To encourage entrepreneurship among farmers, intermediaries & traders, and other stakeholders in the agri-enterprise chain; and
- To inculcate and develop managerial skills among the learners to cater to the needs of the agriculture sector.

Eligibility: Graduation in any discipline

Medium : English

Programme fee: Rs. 7100.00

Programme Structure:

Course Code and Title	Credits
MAM-051: Fundamentals of Agriculture	4
MAM-052: Agribusiness Management and Policies	4
MAM-053: Managerial Economics and Finance in Agribusiness	4
MAM-054: Marketing Management for Agribusiness	4
MAM-055: Principles of Agribusiness Management	4
MAM-056: Qualitative and Quantitative Analysis for Agribusiness	4
MAM-057: Project Management in Agribusiness	4
MAMP-058: Project Work	4

Target group:

- Fresh graduates interested to pursue a career in the agriculture business;
- Contract farmers;
- Traders and intermediaries dealing with agricultural produce and products;
- Technician and managers in agro-industries and enterprises dealing with agriculture inputs and outputs;
- Self-entrepreneurs in agriculture;
- Market researchers and managers; and
- Personnel of government and non-government organizations have a stake in the agriculture sector.

Qualification of the Academic Counsellors: Masters in the relevant subject with 3 years' postgraduate teaching experience or 5 years industry experience at managerial level

Study Center: SAUs with agricultural economics/agribusiness departments, existing study centers of IGNOU MBA, or Institutes/organizations offering MBA/agribusiness management programmes

Programme Coordinator: Dr. Praveen Kumar Jain, Director, School of Agriculture, IGNOU, Maidan Garhi, New Delhi-110068
Phone: 011-29573091, Email: pkjain@ignou.ac.in