



# TWO-YEAR POST GRADUATE PROGRAMME IN FOOD AND AGRI-BUSINESS MANAGEMENT (MBA-FABM)



APPLY TO FABM  
YOU DESERVE TO BE HERE

The Post Graduate Programme in Food and Agri-business Management (PGP-FABM) is specifically designed to develop effective managers, leaders and entrepreneurs for an increasingly competitive and globalizing food and agri-business sector. The programme is a leader in agri-business management education and has been ranked Number 1 in Agribusiness/Food Industry Management in the World by Eduniversal, a global ranking and rating agency specializing in higher education, Paris. This sector-specific programme is specially compared to other agri-business programmes as course curriculum has a leading-edge managerial foundation firmly rooted in IIMA's management culture and proficiency with a focus on food and agri-business. To enhance learning from multiple perspectives, first year of the programme is common with Post Graduate Programme in Management (PGP). Building on strong foundation in general management in the first year, 2nd year courses are designed to equip students with specialized multifunctional knowledge, perspective and skills required by agri-business managers for excellence in planning, decision-making, implementation and enhance their effectiveness as leaders.

## PROGRAMME OBJECTIVES

Increasing globalization and challenge of working in a highly market oriented competitive environment require agri-business managers to be dynamic to respond to changing market trends and policies as well as manage those changes. The programme prepares students for the task of leading a change in agri-food industry and managing the process of those changes. The programme is designed to expand students' perspective, knowledge and skills necessary for management and leadership in agri-business, food industry and allied sectors. It nurtures in the participants a commitment to integrity, ethical behaviour and a sense of social purpose.

## COURSES AND PEDAGOGY

The programme curriculum has a solid managerial foundation, focus on food and agri-business marketplace, and is designed to build and enhance a global perspective among participants. The course comprises of three components: the core management courses, compulsory food and agri-business related courses and elective courses. The core programme consists of compulsory management courses in the first year and is common with the PGP. Following the first year of the programme, students undergo Rural Immersion for a period of about four weeks in two phases and summer internship for a period of about eight weeks, which provide students field and organizational experience. The second year of the programme consists of compulsory and elective courses and is designed to impart specialized multi-functional knowledge and skills required by food and agri-business sector managers for excellence in planning, decision-making, organization and implementation in different sub-sectors and activities in food and agri-business sector.



### Compulsory Courses in II Year

- Agricultural & Food Policy
- Agricultural Finance
- Marketing of Agricultural Inputs
- Strategic Food Marketing
- Management for Agribusiness Projects
- Agribusiness Entrepreneurship
- Agribusiness Leadership
- Rural, Social and Institutional Environment\*

\*First year Compulsory course only for PGP-FABMs

### Elective Courses

- Shodh Yatra (between IV & V)
- Market Research and Information Systems
- International Agri-Food Trade
- Managing Agribusiness Negotiations
- Value Chain Management – Applications in Agribusiness
- CINE: Understanding Creativity, Innovation, Knowledge, Networks And Entrepreneurship
- Food and Agri-business International Strategies and Organisations
- Micro Finance Management
- Analyzing and Building Competencies

- Food Supply Chain Management
- Carbon Finance
- Public Policy
- Social Entrepreneurship: Innovating Social Change
- Sales and Distribution Management for Agriculture
- Agricultural Futures and Option Markets
- Agricultural Markets and Pricing
- Economics of Food Quality
- Managing Sustainability
- Managing Energy Businesses
- Investigating Corporate Social Irresponsibility



## INDUSTRY INTERFACE

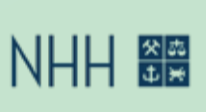
The PGP-FABM brings business leaders, senior industry executives and policy planners from different fields of agri-business into the classroom and facilitates continuous interaction among students, agri-business companies, faculty and alumni. These knowledge-building sessions are opportunities for industry leaders, alumni and recruiters to engage students in focused discussions that reflect real life situations, simulations of future scenarios and specific career tracks. Distinguished guests include CEOs, senior executives, development professionals, policy makers and thought leaders from various governmental and non-governmental organisations and private sector.

## ADMISSIONS

Graduates in any discipline with an interest in food and agri-business sector are eligible to apply. Selection for PGP-FABM is done through a two-stage process. First, candidates have to appear for the Common Admission Test (CAT) that is held in November. The applicants are then short-listed and called for analytical writing test and personal interview. The applicant's past academic record/achievements, understanding of agriculture and allied sectors, work experience and other relevant activities are also taken into consideration. The timeline for the admission process is as follows:

CAT Advertisement	:	August 2, 2020
CAT (Examination)	:	November 29, 2020
Analytical Writing Test & Personal Interviews	:	February-March 2021
Session Starts	:	June 2021

## STUDENT EXCHANGE PROGRAMME



The students exchange programme is offered to the PGP-FABM students with a vision to enhance the international exposure. Under this exchange programme select second year students of PGP-FABM programme spend a term with a foreign university.

## PLACEMENT PROSPECTS

The career prospects of professional managers from IIMA's PGP-FABM Programme are incredibly bright and attractive. The placements reflect the increasing recognition and perceived relevance of the programme by the industry and include newer areas such as commodity trading, farm insurance, agri-business infrastructure and food retailing. Many alumni head top corporates contribute at key positions in several agri-business conglomerates and developmental organisations in India and abroad.

PGP-FABM programme attracts recruiters from a broad spectrum of sectors who recruit students for a variety of roles across sectors including Agricultural Inputs, Banking, Consulting, FMCG, Food Retailers, and Financial Services. Functional roles available to students included Strategy, International Marketing, Business Development & Sales, Research & Advisory, B2B Marketing, Supply Chain Management, Commodity Trading, and General Management. Major recruiters visiting campus include P&G, Reckitt Benckiser, General Mills, Cloudbail, Godrej Agrovet, Olam International, PI Industries, Syngenta, DuPont, Kerry Group, Marico, RBL Bank, Rabobank Group, Amul, PwC, ADM, Tata Rallis, etc.

Exact details of eligibility and CAT are given on IIMA website ([www.iima.ac.in/web/pgp-fabm](http://www.iima.ac.in/web/pgp-fabm)) or ([www.iimcat.ac.in](http://www.iimcat.ac.in)). IIMA offers enough Need Based Scholarship/ assistance for economically disadvantaged students. Bank loans on easy terms are also available under policies promoted by the government.

For further information: Admissions Office

Indian Institute of Management Ahmedabad, Vastrapur, Ahmedabad-380 015.

Phone: (079) 71524631/4633/4634 | Email: [admission@iima.ac.in](mailto:admission@iima.ac.in) Website://<http://www.iima.ac.in/web/pgp-fabm>