

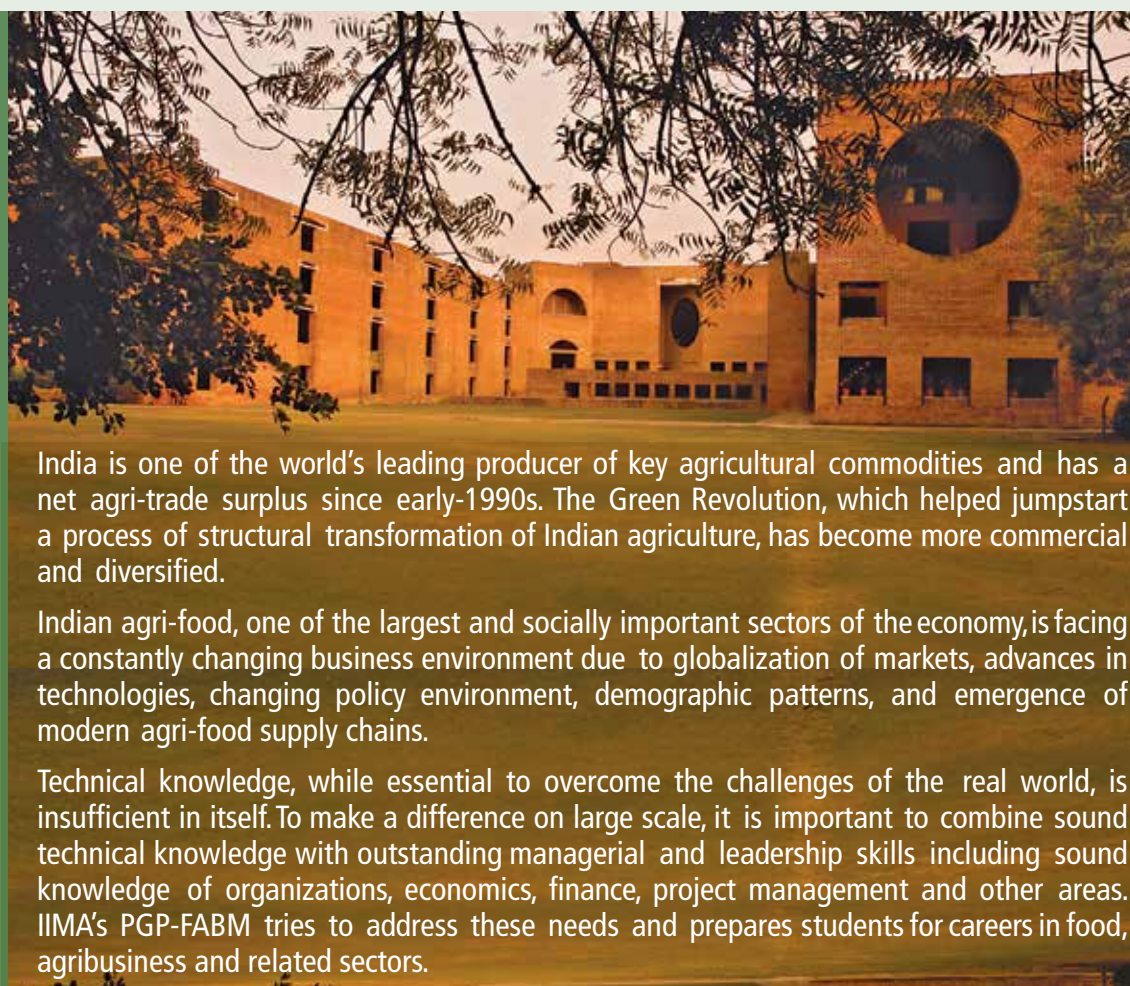


Indian Institute  
of Management,  
Ahmedabad

Agribusiness/Food Industry  
Management Programme

Ranked

## TWO-YEAR POST-GRADUATE PROGRAMME IN FOOD AND AGRIBUSINESS MANAGEMENT (PGP-FABM)



India is one of the world's leading producer of key agricultural commodities and has a net agri-trade surplus since early-1990s. The Green Revolution, which helped jumpstart a process of structural transformation of Indian agriculture, has become more commercial and diversified.

Indian agri-food, one of the largest and socially important sectors of the economy, is facing a constantly changing business environment due to globalization of markets, advances in technologies, changing policy environment, demographic patterns, and emergence of modern agri-food supply chains.

Technical knowledge, while essential to overcome the challenges of the real world, is insufficient in itself. To make a difference on large scale, it is important to combine sound technical knowledge with outstanding managerial and leadership skills including sound knowledge of organizations, economics, finance, project management and other areas. IIMA's PGP-FABM tries to address these needs and prepares students for careers in food, agribusiness and related sectors.

The Post-Graduate Programme in Food and Agribusiness Management (PGP-FABM) is specifically designed to develop effective managers, leaders, and entrepreneurs for an increasingly competitive and globalizing food and agribusiness sector. The programme is a leader in agribusiness 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. This sector-specific programme is special compared to other agribusiness 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 agribusiness. 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 agribusiness managers for excellence in planning, decision-making and implementation and enhance their effectiveness as leaders.

### PROGRAMME OBJECTIVES

Increasing globalization and challenge of working in a highly market oriented competitive environment require agribusiness 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.

### COURSES AND PEDAGOGY

The programme curriculum has a solid managerial foundation, focus on food and agribusiness marketplace, and is designed to build and enhance a global perspective among participants. 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 agribusiness sector.

### INDUSTRY INTERFACE

The PGP-FABM brings business leaders, senior industry executives and policy planners from different fields of agribusiness into the classroom and facilitates continuous interaction among students, agribusiness 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.

### PLACEMENT PROSPECTS

The career prospects of professional managers from IIMA's PGP-FABM are extremely bright and attractive. The placements reflect the increasing recognition and perceived relevance of the

### Compulsory Courses in II Year

- Agricultural & Food Policy
- Agricultural Finance
- Marketing of Agricultural Inputs
- Strategic Food Marketing
- Rural, Social and Institutional Environment\*

\*First year Compulsory course only for PGP-FABMs

### Elective Courses

- Agricultural Futures and Option Markets
- Agricultural Warehousing
- Agri-Entrepreneurship
- Analyzing and Building Competencies
- CINE: Understanding Creativity, Innovation, Knowledge, Networks And Entrepreneurship
- Economics of Food Quality
- Food and Agri-business International Strategies and Organisations
- Food Supply Chain Management
- International Agri-Food Trade
- Investigating Corporate Social Irresponsibility
- Managing Contract Farming
- Management of Food and Agribusiness Projects
- Management of Technology for Sustainable Agriculture
- Managing Sustainability
- Micro Finance Management
- Market Research and Information Systems
- Public Finance
- Public Policy
- Rural Immersion
- Rural Marketing
- Sales and Distribution Management for Agriculture
- Shodh Yatra
- Social Entrepreneurship: Innovating Social Change
- Strategic Management of Intellectual Property Rights

programme by the industry and include newer areas such as commodity trading, farm insurance, agribusiness infrastructure and food retailing. Many alumni head top corporates and contribute at key positions in several agribusiness conglomerates and developmental organizations in India and abroad.

PGP-FABM programme attracts recruiters from a wide 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 Amul, AVT McCormick, Capricorn Food Products India Ltd., DCM Shriram Consolidated Ltd., DuPont, Godrej Agrovet, HSBC, Kerry Group, Kirloskar Group, Mapro Foods, Marico, Miebach Consulting, Mondelez International, Mosaic, Rabobank Group, Standard Chartered Bank, Suez Environment, Syngenta, TAFE, Tata Rallis, Techno Pack, Tetra Pak, Sakthi Group, Unilazer Ventures, etc.

### STUDENT EXCHANGE PROGRAMME



University of British Columbia, Canada



Essec Business School, Paris



Antai College, China

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

### ADMISSIONS

Graduates in any discipline with an interest in food and agribusiness 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 December. The applicants are then short-listed and called for group discussion 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 : 31 July, 2016

CAT (Examination) : 4th December, 2016

Group Discussion & Personal Interviews : February-March 2017

Session Starts : June 2017

Exact details of eligibility and CAT are given in IIMA website ([www.iimcat.ac.in](http://www.iimcat.ac.in) or [www.iima.ac.in/programmes/admission-details.html](http://www.iima.ac.in/programmes/admission-details.html)). 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: **Programmes Officer (PGP- FABM)**, Indian Institute of Management, Vastrapur, Ahmedabad-380015  
Phone: (079) 66324689/66324688 • Fax: (079) 6632 6896 • Email: [pgpfabm@iima.ac.in](mailto:pgpfabm@iima.ac.in)  
Website: <http://www.iima.ac.in/programmes/admission-details.html>