



PGDM

AGRI-BUSINESS MANAGEMENT

at ASM's IBMR

ADMISSIONS OPEN FOR THE BATCH OF 2025-2027

(Two years full time programme Approved by AICTE,
Ministry of HRD, Govt. of India)





PGDM AGRI-BUSINESS MANAGEMENT

(Two years full time programme Approved by
AICTE Ministry of HRD, Govt. of India)

Intake - 60 Seats | Course Duration- Two Years

PROGRAM OBJECTIVE

The programme is designed with an objective to develop the management professionals in the field of Agriculture so that they can establish, support and manage profitable agroindustry in the competitive business environment. The programme will nurture them with skills to analyse Agribusiness situations, formulate and implement strategies in a dynamic global environment.

ELIGIBILITY & ADMISSION PROCEDURE

- Bachelors degree (Agriculture, Horticulture, B.Tech, Bio. Tech, Food Tech, BSc ABM, Fishery and Forestry) from a recognized university with at least 50% (45% marks for reserved categories).
- Student in final year of graduation may also apply for provisional admission
- Student must appear for at least one national level exam like CAT/ MAT/ XAT/ ATMA/ CMAT/ GMAT or MH-CET.
- Score of academic performance in Xth, XIth, Under Graduate /Post Graduate .
- Group Discussion/ Interview
- Weight age for participation in Sports, Extra-curricular activities, Academic, Diversity and Gender Diversity.

WHY PGDM Agri - Business Management

at ASM's IBMR

The most affordable fee structure for PGDM Agri Business Management in entire Maharashtra.

100% Placement Assurance

Paid Internships And Live Projects Related To Agribusiness Sector

Virtual And Physical Seminars And Lectures By Eminent Experts In Agri Sector

Field Visits And Individual Projects

INNOVATION AND CRITICAL THINKING: ASM's innovation lab provide live projects from Agro Industries to work upon and to enhance necessary skills.

CORPORATE SKILLS AND COMPETENCIES: Getting students industry-ready begins from the first day at ASM. Interview techniques, industry mentoring, aptitude classes, skill identification test from aspiring minds, industry visits, interaction with global business leader form an integral part of this training to ensure employability in new age careers.

SOFT AND LIFE SKILLS: Psychometric tests, etiquettes, language skills, team building activities are conducted on a regular basis along with presentations, book reviews, management events.

PGDM AGRIBUSINESS

COURSE STRUCTURE

Schedule of Payment For Fees excluding other expenses

At the time of Confirming Admission - Rs. 50,000/-

Before commencement of 1st Year classes - Rs. 2,75,000/-

Before commencement of 2nd Year classes - Rs. 2,75,000/-

Total - Rs. 6,00,000/-

Including- Examination, Convocation, Alumni Registration, Uniform, Industry visits, Outdoor team building activities, workshops, Hostel for 1st year and One week Immersion program

SUBJECTS, VALUE ADDITION INPUTS PGDM : AGRIBUSINESS MANAGEMENT BATCH- 2025-27

SUMMER INTERNSHIP: MAY TO JUNE

TRIM – I FROM AUGUST TO OCTOBER

SL NO	SUBJECT	CREDITS
101	Essentials of management	03
102	Managerial Economics	03
103	Business Communication	03
104	Quantitative Technique	03
105	Management Accounting	03
106	Introduction to Agribusiness Management	03

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TRIM – IV FROM AUGUST TO OCTOBER

SL NO	SUBJECT	CREDITS
401	Entrepreneurship & Project Management	03
402	MIS	03
403	Infrastructure & Agri Warehouse Mgmt	03
404	Risk Management in Agriculture	03
405	Product & Brand Management	03
406	Marketing Analysis	03

18

TRIM – II FROM NOVEMBER TO JANUARY

SL NO	SUBJECT	CREDITS
201	Marketing Management	03
202	HRM	03
203	Financial Management	03
204	Legal and Business Environment	03
205	Operations & Supply Chain Management	03
206	Post Harvest Management	03

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TRIM- V FROM NOVEMBER TO JANUARY

SL NO	SUBJECT	CREDITS
501	Strategic Management	03
502	Corporate Governance	03
503	Integrated Marketing Communication	03
504	E Commerce	03
505	Value Chain In Agriculture	03
506	Agriculture Export Management & International Trade	03

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TRIM – III FROM FEBRUARY TO APRIL

SL NO	SUBJECT	CREDITS
301	Research Methodology	03
302	Organization Behaviour	03
303	Retail Management	03
304	Sales and Distribution Management	03
305	Agriculture Input Marketing	03
306	Rural Marketing	03

18

TRIM- VI FROM FEBRUARY TO APRIL

SL NO	SUBJECT	CREDITS
601	Indian Ethos & Business Ethics	03
602	Geo Political Economy	03
603	Business strategies in the Organization	03
604	Agriculture Extension Marketing	03
605	SIP - VIVA	03
606	SIP - Report	03

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PGDM AGRIBUSINESS & SUPPLY CHAIN MANAGEMENT

COURSE STRUCTURE

Schedule of Payment For Fees excluding other expenses

At the time of Confirming Admission - Rs. 50,000/-
Before commencement of 1st Year classes - Rs. 3,25,000/-
Before commencement of 2nd Year classes - Rs. 3,25,000/-
Total - Rs. 7,00,000/-

Including- Examination, Convocation, Alumni Registration, Uniform, Industry visits, Outdoor team building activities, workshops, Hostel for 1st year and One week Immersion program

SUBJECTS, VALUE ADDITION INPUTS PGDM : AGRIBUSINESS & SUPPLY CHAIN MANAGEMENT BATCH- 2025-27

SUMMER INTERNSHIP: MAY TO JUNE

TRIM – I FROM AUGUST TO OCTOBER

SL NO	SUBJECT	CREDITS
101	Essentials of management	03
102	Managerial Economics	03
103	Overview of Operations & Supply Chain Management	03
104	E- business & E- logistics	03
105	Management Accounting	03
106	Introduction to Agribusiness Management	03
		18

TRIM – IV FROM AUGUST TO OCTOBER

SL NO	SUBJECT	CREDITS
401	Entrepreneurship & Project Management	03
402	Infrastructure and Agri warehouse Management	03
403	Agriculture Export Management & International Trade	03
404	Risk Management In Agriculture	03
405	Product & Brand Management	03
406	Digital Marketing	03
		18

TRIM – II FROM NOVEMBER TO JANUARY

SL NO	SUBJECT	CREDITS
201	Marketing Management	03
202	HRM	03
203	Procurement, Storage & Warehousing in Agri. SCM	03
204	Legal and Business Environment	03
205	SUPPLY CHAIN RISK MANAGEMENT	03
206	Post Harvest Management	03
		18

TRIM- V FROM NOVEMBER TO JANUARY

SL NO	SUBJECT	CREDITS
501	Corporate Governance	03
502	Integrated Marketing Communication	03
503	Value Chain In Agriculture	03
504	Port and Airport Management For Logistics	03
505	Procurement & Vendor Management	03
506	Supply Chain Softwares	03
		18

TRIM – III FROM FEBRUARY TO APRIL

SL NO	SUBJECT	CREDITS
301	Research Methodology	03
302	Organization Behaviour	03
303	Distribution Management for Global Supply Chain	03
304	Import & Export Management in Agri. SCM	03
305	Agriculture Input Marketing	03
306	Rural Marketing	03
		18

TRIM- VI FROM FEBRUARY TO APRIL

SL NO	SUBJECT	CREDITS
601	Indian Ethos & Business Ethics	03
602	Geo Political Economy & Maritime Logistics	03
603	Strategic Supply Chain Management	03
604	Agriculture Extension Marketing	03
605	SIP - VIVA	03
606	SIP - Report	03
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Since 1983

ASM

Education • Research • Consultancy
www.asmgroupp.edu.in

WHAT MAKES PGDM AT ASM DIFFERENT

EMPOWER YOUR CAREER WITH PGDM AT ASM'S IBMR



ASM grooms you to be industry ready professionals with well rounded abilities

JOB FAIR



LEARNING THROUGH FUN

Social, cultural and fitness sensitivity events are organized for students round the year.



Employability oriented workshops and seminars.

WORKSHOPS AND SEMINARS



GLOBAL EXPOSURE

Global exposure through student exchange and summer school programs.



INDUSTRY INSTITUTE INTERFACE

Case study based learning and teaching pedagogy.

TEACHING PEDAGOGY

INDUCTION PROGRAM



WELL GROOMED INDUSTRY READY PROFESSIONAL

An all round learning experience, not just an academic destination
Young Indian Club, Rotaract Club, Toastmasters Club, Dance Club, Sports Club



EXPERIENTIAL LEARNING

INDUSTRY VISITS
Industry visits to understand different business operations and working.



It's our corporate and student centric culture that sets us apart

MINDSCAPE(A Case Study Competition) INCON (International Conference On Ongoing Research In Management & IT)

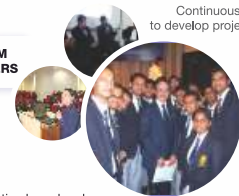


VALUE ADDED CERTIFICATIONS



LEARNING FROM INDUSTRY LEADERS

Application based and specialization oriented teaching and learning process, focus is on overall student development through content designed and delivered by industry experts.



Continuous industry sessions to develop project based learning.



Success

Life at ASM

BUSINESS SIMULATION GAMES

INTERNATIONAL STUDENT EXCHANGE

CONCERTS

INDUCTION PROGRAM

LEARNING FROM LEADERS

CONFERENCES

INDUSTRY VISITS

SOCIAL GATHERINGS

FOREIGN TOUR

OUTDOOR TEAM BUILDING ACTIVITIES

SEMINARS

CREATING WINNERS

INTERNSHIP

SPECIAL CELEBRATIONS

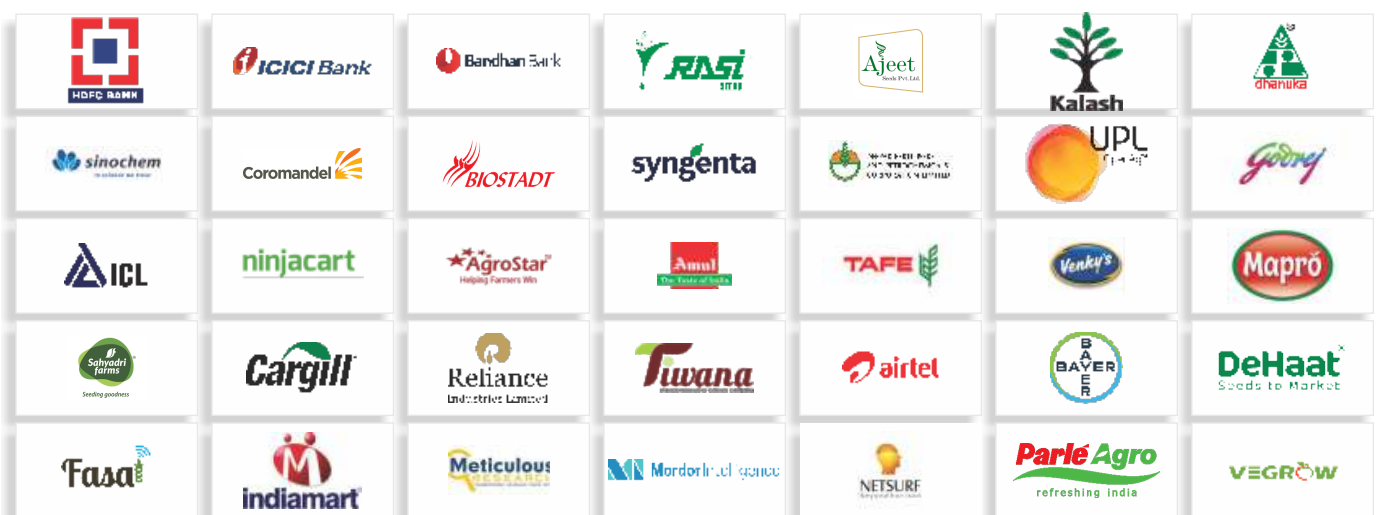
Career Opportunities

- Seeds/Fertilizers/Pesticides Industry
- Agro Processing Industry
- Agro Finance Companies & Banks
- Agro Co-operatives
- Agro Equipment Manufacturers
- Horticulture Industry
- Agro Export Houses
- Supply Chain Management
- Milk & Milk Products/ Poultry & Fisheries/Edible Oil Industry
- Retail and Agri commodities
- Procurement and Logistics Industry

Pedagogy

- Lecture
- Assignment
- Quiz
- Case Study
- Presentation
- Role Play
- Brain Storming
- Movies/ Videos/ Video clips
- Industrial Visits
- Guest Lectures from Industry Management Professionals
- Experiential Learning/ Field work/ project work

SOME OF OUR RECRUITERS



TESTIMONIALS



24 LPA

Dolly Kumari Yadav
Property Pistol- Dubai
Batch-2023-25

"I am thrilled to share that I have secured a 24 Lakhs package in Dubai, and I couldn't be more grateful for the incredible journey I had at my college. This achievement feels like the culmination of years of hard work, guidance, and opportunities provided by the college, and it wouldn't have been possible without their support."

Ms. Swaranjali Lohar
SYNGENTA
Batch- 2020-22



This institute is worth applying because the faculty really puts a lot of effort into students. When a student has a problem, the teacher would walk to their desk and help the student. In addition, the academic department also helps a lot if students have any questions after class or if they have problems with their projects.



Mr. Shreyas Mondhe
UPL
Batch 2021-23

"I definitely would recommend ASM's IBMR and would encourage students to study hard and inform themselves as much as possible about the several academic opportunities the Institution offers. Our college takes the educational mission to heart, here you will find people that will support you and guide you on the path to your degree."

PLACEMENT HIGHLIGHTS



Apurwa Yadav
Zomato



Anjali Gaikwad
Godrej Agrovet



Adiraj Gaikwad
Synwood Agro



Gayatri Naik
Flipkart



Gayatri Raut
Firstcry



Rutuja Suryawanshi
Agro Tourism



Sairaj Jadhav
Hifield-AG



Sakshi Navale
Kay bee



Saurabh Wadkar
DeHaat



Bhagyashri Deore
FASAL



Shubham Hatzade
Airtel



Abhijeet Chavan
Bandhan Bank



Sahil Shaha
DeHaat



K P N V Pavan Kumar
India Mart



Akash Sargar
Vegrow



Rakesh Patil
UPL



Sushma Priyanka
Sun Data Processing
Pvt Ltd



Steephen Velagapalli
Mordor Intelligence



Rajendra Dhurupe
Bayer



Soma Savya
Meticulous Market
Research



Swapnil Kohinkar
Netsurf Communication
Pvt Ltd



Ganesh Dukare
Parle Agro



Prasad Dhokane
Tiwana Oil Mills
Pvt Ltd



Mrinali Potdukhe
L & T



Gaurav Gaydhane
ICICI



Nilesh Khupse
IndiaMart



Nikhil Darandale
Tiwana Oil Mills
Pvt Ltd



Aishwarya Gawande
Simpolo ceramics



Jayesh Bharate
Japfa



Sachin Dhage
Zydex

PLACEMENT HIGHLIGHTS



Kartik Zagare
Basant Agro Tech Ltd



Nikita Patil
Kheti Buddy



Pratiksha Gaikwad
Futurism



Sonali Narale
Cargill



Rutuja Karegaokar
Privi Life Science
Pvt Ltd



Geeta Gadekar
Dulux



Bhagyashree Chavan
Phoenix Globaltrans
Solutions Pvt Ltd



Akash Gadakh
Blinkit



Ratnadeep Shejul
Kalash Seeds



Himani Nile
Syngenta

A COMPREHENSIVE LEARNING JOURNEY, FAR BEYOND JUST ACADEMICS



LIFE BEYOND ACADEMICS



GANAPATI CELEBRATION



DANDIYA CELEBRATION



DANDIYA CELEBRATION



INSIGNIA FASHION SHOW



FRESHERS PARTY



FRESHERS PARTY



ONAM CELEBRATION



FRESHERS PARTY



FRESHERS PARTY



SHIVAJI JAYANTI



GANAPATI CELEBRATION



SHIVAJI JAYANTI



KISAN EXPO



RULES AND REGULATIONS

1. Ragging in any form inside and outside the institute is strictly prohibited as per decision of the Apex Court and directives from the AICTE, Government of India and Maharashtra respectively. In case if any student is found indulged in ragging activity he/she will have to face the consequences being it stands as a criminal offence. complaints can be raised online on www.asmibmr.edu.in or students can contact antiragging committee members at the institute.
2. In case of complaint related to sexual harassment students can raise complaint online on www.asmibmr.edu.in or to sexual harassment committee members at the institute.
3. Institute has specific committee for students grievance handling, students can approach the grievance handling committee members for the same or raised complaints online on www.asmibmr.edu.in
4. Smoking, consumption of alcohol, tobacco gum etc. is strictly prohibited in the premises of institute as well as hostel. Spitting, throwing any kind of waste within the institute and hostels premises other than the designated place is strictly prohibited. Violation of these will be viewed seriously. Writing, sketching pictures, affixing stickers etc. on walls, furniture drawing tables, bathroom, washroom, buses of the institution is strictly prohibited; violation of this will be viewed seriously.
5. Every student is responsible for his/her conduct and image building within and outside the institute. Any objectionable conduct or activity will be viewed seriously.
6. Attendance below 85% without prior permission may result in appropriate disciplinary action.
7. Students participation and attendance in seminars, workshops, induction, guest lectures and other programs conducted within or outside the institution is compulsory. Violations of these may warrant for appropriate disciplinary action.
8. Internal assessment / team work assessment will be given exclusively on the basis of student performance in mid semester, test assignment, tutorial marks and participation/attendance during seminars, workshops, lectures etc.
9. Every student shall always carry an identity card with him/her and shall produce on demand.
10. No student without identity and admission card (hall ticket) will be permitted to appear for internal / university examination and in that event concerned student will be solely responsible for the consequences.
11. It is binding on every student to submit an application minimum one week in advance to the concerned authority/committee in case if he/she needs any certificate like bonafide, document collection or any such requirements.
12. Every related information and deadlines for each activity will be displayed on the notice or SMS, or Email or WhatsApp as no excuse will be heard later on.
13. It is compulsory for every student to pay tuition & other fees, submit eligibility, examination form or any other information within the prescribed time limit. However in case of violation of these rules and late payment of fees will attract suitable fine, as may be decided by the concerned committee and decision of the committee will be final and binding.
14. Any student who desires to grab an opportunity of higher and valuable education by opting on line & or offline courses /training/ activities/services/ skills/certifications beyond the scope of the curriculum or fees proposal will have to pay the additional prescribed fees. This is totally optional.
15. Every student is expected to follow strictly the schedule of classes and the programs as mentioned in the academic calendar for the said year.
16. It is compulsory for every student to maintain the library card and handle the books, journals and notes issued from the library carefully and shall return the same in the original condition as it was at the time of issue and co-operate the institution for preserving its validity.
17. Delay in returning the books, journals or notes back to the library will attract for suitable fine on per day basis as may be decided by the committee.
18. As every activity is just for the students and their development, every student shall attend and participate into wholeheartedly at 100% level.
19. To save the electricity students has to ensure to put off the light & other appliances before leaving the classroom/labs.
20. Every student is expected to behave ethically in computer lab/class room/hostel/canteen and campus.
21. 85% attendance is compulsory to be eligible for placements
22. The students are bound by the rules and regulations made by the AICTE/DTE/UGC institute from time to time. Any violation can attract disciplinary action as per the concerned authority. Any matter not expressly provided for in these rules shall rest at the absolute discretion of the Director who also reserves the right of modifying these rules if and when felt necessary.
23. Refund of fees will be as per rules of concerned authority.
24. The institute reserves the right to change the name or cancel a course as per Govt. guidelines and regulations.
25. Students will have to comply with all the relevant rules and regulations failing which admission will not be finalized.
26. All disputes are subject to Pune city jurisdiction.
27. Fees and other costs mentioned are excluding GST, and will be applicable.
28. Student wanting to take hostel should apply by filling the Hostel form. Hostel fees paid is non refundable and is for an academic year. Fees should be paid for a year immaterial of duration of stay.



FOR ADMISSIONS CONTACT

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T: (020) 27475090 / 8666 | M: +91 9422009207/09/10/12

E: kartik.londhe@asmedu.org

SCAN QR FOR APPLICATION



MIDC, Block 'C', Chinchwad, Pune, Maharashtra 411019

THE ASM GROUP OF INSTITUTES
IBMR | IPS | CSIT | GJC | GEMS | EMPROS