



# LBS

Innovating Business Leadership

Knowledge Partner



## ASBM

Approved by AICTE, Ministry of HRD,  
Govt. of India



**Admissions Open for Batch 2024-2026**

# PDGM IN AGRI BUSINESS MANAGEMENT

“Embark on a two-year odyssey of specialized education with the Post Graduate Diploma in Management (PGDM) program, focusing meticulously on Agriculture Business Management, meticulously crafted by LBS - ASBM. This comprehensive curriculum serves as a beacon, guiding aspiring professionals through the intricate labyrinth of the dynamic agricultural domain. Immerse yourself in the intricate realm of Agriculture Input Marketing, delving deep into strategic methodologies for the promotion of seeds, fertilizers, and pesticides. Navigate the labyrinth of procurement, honing skills to optimize supply chain management in this ever-evolving industry. Traverse the expanse of the Food Industry, encompassing the entire spectrum from production to processing, distribution, and retail, acquiring a profound understanding of its nuances. Plunge into the realms of Agriculture Banking and Finance, mastering the intricate financial intricacies specific to the agricultural sector.

Our curriculum, meticulously curated in collaboration with industry luminaries, ensures unparalleled relevance to current market dynamics. Engage in experiential learning through immersive case studies and dynamic internships, where theoretical knowledge finds resonance in real-world scenarios. Learn from a distinguished faculty of seasoned professionals and erudite academicians, each imbued with extensive industry experience. Acquire a global perspective by delving into international best practices, broadening your horizons and sharpening your acumen.

Join us on this transformative expedition, where theory seamlessly intertwines with practice, equipping you with the dexterity and acumen to lead in the realm of agribusiness. Your journey towards a prosperous future in agriculture commences here, amidst a plethora of opportunities and possibilities awaiting our exploration.”

In this realm, you will delve into various sectors including:

- Seeds/Fertilizers/Pesticides Industry
- Agro & Food Processing Industry
- Agro Equipment Manufacturing & Distribution
- Milk & Milk Products / Poultry & Fisheries / Edible Oil Industry
- Agro Co-operatives, Financial Companies & Banks
- Agro Export Houses
- Supply Chain & Logistics Management for Agri Products



# SPECIALIZATIONS

## Agriculture Marketing



## Agriculture Banking



## Digital Marketing for Agri Business



## EDUCATIONAL LOAN

PNB, SBI, Central Bank, HDFC, Andra Bank and almost all leading Nationalized Banks. Institute provides assistance to students in taking education loan.

### ELIGIBILITY CRITERIA

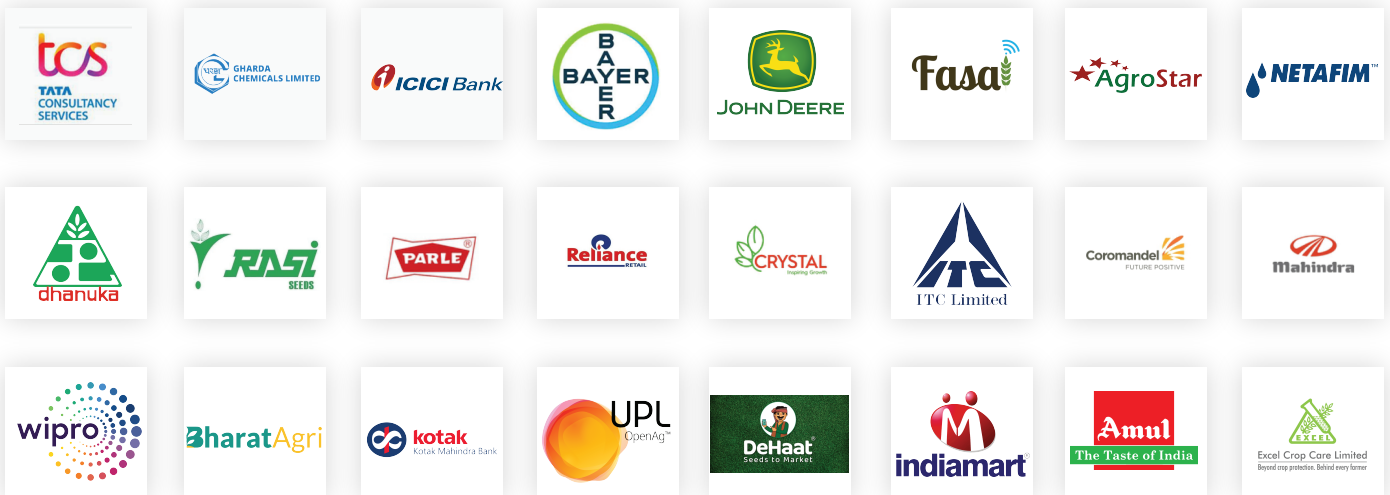
- Graduation with 50% Marks from any statutory University.
- Score Accepted - CAT/XAT/CMAT/MAT /ATMA

### PROSPECTUS & APPLICATION FORM

Candidates need to apply online. Online applications forms are available of Institute's website. Prospectus & Application form can be obtained from Institute after payment of Rs. 1400/-.

## OUR POTENTIAL RECRUITERS

### 100% PLACEMENT ASSISTANCE



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