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Department of Horticulture



No. PMAS-AAUR/HORT/ 873

Date: 21/12/2022

Subject: **MINUTES OF 42nd MEETING OF BOARD OF STUDIES**

The 42nd meeting of the Board of Studies, Department of Horticulture was held on 14th December 2022 at 11:00 am in the Office of the Chairman, Department of Horticulture. The following were the participant in the meeting:

Prof. Dr. Muhammad Azam Khan	Chairman
Dr. Imran Hassan	Member
Dr. Touqeer Ahmad	Member
Ms. Najma Yousaf Zahid	Member
Dr. Mehwish Liaquat	Member
Dr. Muhammad Tahir Akram	Member
Dr. Usman Ali Abbasi	Member
Dr. Umer Habib	Member
Dr. Naveed Ur Rehman	Member/Secretary

The Chairman welcomed all the faculty members for sparing their time to attend the meeting of the Board of studies: -

The following agenda items were discussed one by one in detail.

Item No. 1: Revision of course content of Business Management in Horticulture

The house discussed the content of the course entitled "Business Management in Horticulture" Hort-512 and suggested the changes be incorporated into the content. The old and new versions of the content are given below.

Old Version

HORT-512 BUSINESS MANAGEMENT 3(3-0)

Prerequisites

Post-Harvest Horticulture and Commercial Flower Production

Specific Objectives

To promote entrepreneurship and business management capabilities of horticultural graduates.

Theory

Introduction and importance of horticultural enterprise, Classified business management for fruits, vegetables and ornamental crops, National and international marketing channels, Market demand and quality control, Export prospects, Procedure/documentation for import and export, International standards and product handling for export, Processing industry and marketing of value added-commodities, Pricing, policy and market regulations, Global trade and Pakistan, W.T.O., Opportunities and challenges.

Learning Outcomes

Students must be able to establish and manage their own enterprise.

Book recommended

- GOP, 2015. Codes of practices for mango farm management. Manual for the training of master trainers. Trade related technical assistance (TRTA) Pakistan.
- GOP, 2015. Codes of practices for mango farming and processing. A guide book to help address the critical control points along the supply chain for enhancing competitiveness and export. Trade related technical assistance (TRTA) Pakistan.
- GOP, 2015. Codes of practices for post harvest handling of mango produce. Manual for the training of master trainers. Trade related technical assistance (TRTA) Pakistan.
- Labaste, P. (Ed). 2005. The European Horticulture Market; Opportunities for Sub-Saharan African Exporters. The International Bank for Reconstruction and Development/ the World Bank, Washington D. C.
- Meena, R.K. and J. Yadav. 2001. Horticulture Marketing and Post-harvest Management. Pointer Publisher, Jaipur, Rajasthan.
- Raju, M.S.S. 2002. Fruit Marketing in India. Daya Publishing House, Delhi, India.
- Sharma, K. and S. Jagmohn. 1991. Marketing Management of Horticultural Produce. Deep & Deep Publications, New Delhi, India.

Journals/Periodicals

Worldwide Web

Revised Version

HORT-512 Business Management in Horticulture 3(3-0)

Introduction/Background of Course

The Horticulture sectors in most economies worldwide are undergoing rapid change. The development of new products, the increase in demand in non-traditional markets and the relocation of production to areas with a favorable production, climate, both in the physical and in the business sense, are contributing to a form of globalization that is specific to these sectors. There is hardly a field in business activities where the interests of production and those of sales and marketing are so closely linked. Horticulture production in Pakistan faces important challenges on how and where to produce for increasingly demanding consumers and a competitive market. The future managers in the sector need more than ever first-hand knowledge about innovative techniques in horticulture and international business management skills. Graduates of this course will have first-hand knowledge of the primary process in horticulture, the issues that are paramount for this sector, new developments stemming from research, and on the other hand the marketing and sales process, including

the logistics that are paramount for these perishable goods. Students learn how to make sustainable business decisions and minimize risk while working in the horticulture sector. The course curriculum is designed to build and enhance a global perspective among students. The course also creates awareness among students about the environmental forces that impact managerial decisions.

Specific Objective

To promote entrepreneurship and business management capabilities of horticultural graduates.

Course Learning Outcomes (CLO)

- Understand how to identify and pursue business opportunities in an area of interest
- Learn how to identify and pursue business and marketing plan for a new start-up
- Acquire the basic elements of small business management skills
- To enable students to develop their abilities to analyze and evaluate the production and trade analysis of horticultural crops
- To understand the challenges and opportunities in national and international horticultural trade

Course Contents

Introduction and fundamentals of horticultural enterprise; Horticultural growth, productivity and trade analysis; Human resource management; Entrepreneurial finance; Agribusiness market dynamics and regulations; Good Hygienic Practices (GHPs) and Good Manufacturing Practices (GMPs) and its implications in horticultural industry; W.T.O., Opportunities and challenges; Sanitary and Phytosanitary (SPS) measures and horticulture trade; Technical Barriers to Trade (TBT); Hazard Analysis Critical Control Point (HACCP); ISO Certification; Intellectual property rights; Packaging and quality standards of horticultural crops for consumer satisfaction and better Marketing; Supply chain management of horticultural crops; Small and medium enterprises; E-Business in horticulture; Plant nursery business plan and market analysis; Entrepreneurial opportunities in fruits, vegetables cultivation and protected horticulture; Floriculture and Landscape Industry: Trends, business opportunities and market analysis; Specialty crops for entrepreneurship development; Value addition of horticultural produce for profit making; Export potential of horticultural crops and procedure/documentation; Developing an horticultural business plan/idea; Moving from an idea to an entrepreneurial firm.

Books Recommended

- Sarwat, S., & Patil, P. (2016). Horticulture business management. United Kingdom, UK: Scitus Academics LLC.
- Jana, B. L. (2014). Horticulture business management. Agrotech publishing academy Udaipur.
- Hrsrich, R. D., Peter, M., & Shepherd, D. A. (2021). ISE entrepreneurship (11th ed.). McGraw-Hill.
- Nijssen, E. J. (2022). Entrepreneurial marketing. How to develop customer demand (3rd ed.). Routledge.
- Morabito, V. (2022). Digital entrepreneurship: Management, system, and practice. United Kingdom, UK: Cambridge University Press.
- Allen, J. P. (2019). Digital entrepreneurship (1st ed.). Routledge.
- Beckman, G. D. (2021). The new arts entrepreneurship in farming: Navigating the arts ecologies (1st ed.). United States of America, USA: Routledge.

- Kahan, D. (2013). Entrepreneurship in farming. Farm management extension guide. United Nations: UN, Rome: Food and agriculture organization.
- Hazell, P. B. R., & Rehman. A. (2014). New directions for small holders in agriculture London, United Kingdom, UK: Oxford University Press.
- Barringer, B., & Ireland, R. (2019). Entrepreneurship. Successfully launching new venture (6th ed.). UK: Pearson.
- Timmons, J. A., Gillin, L., Burshtein, S., & Spinelli, S. (2011). New venture creation. Entrepreneurship for 21st Century. A Pacific Rim Perspective. New York, NY: McGraw-Hill.

Online Sources:

FAOSTAT - Food and Agriculture Organization of the United

<http://www.fao.org/faostat/en/#home>

International Trade Centre (ITC)

<http://www.intracen.org/>

Ministry of National Food Security & Research

<http://www.mnfsr.gov.pk/>

Item No. 2: List of internship and stakeholders for the upcoming semester

New institutes/organizations from the private and government sector have been introduced to the list for internship programs. House further suggested that a full-time internship program for the whole semester should be sorted for the maximum exposure of students to practical skills. Moreover, some private organizations offering a certain stipend to internship students should be preferred.

Item No. 3: Preparation of seminar

House suggested that some representatives from the private sector should be invited for a thought-provoking discussion or presentation for our young graduates to tap their potential of hidden talent.

Item No. 4: Any point raised by the members

The Chairman asked all faculty members to fulfill the accreditation requirement of the department of horticulture. In this context, relevant documents and activities should be organized for the smooth running of the process.

The meeting was ended with a vote of thanks by the Chairman, the Department of Horticulture.

Confirmed by 

Prof. Dr. Muhammad Azam Khan
Chairman


Dr. Naveed Ur Rehman

Assistant Professor/Secretary Board