



KERALA AGRICULTURAL UNIVERSITY
COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT
VELLANIKKARA, THRISSUR, KERALA - 680656

Phone: 0487-2438502

MBA AGRI-BUSINESS MANAGEMENT

PROSPECTUS – 2012-13

INTRODUCTION

The Kerala Agricultural University was established in 1972 with the main objective of imparting education, research and extension in different branches of Agriculture particularly Horticulture, Agricultural Engineering, Home Science, Forestry, Co-operation & Banking and other allied branches. Postgraduate programmes in the following faculties will be offered during the year.

Faculty of Agriculture

Faculty of Agricultural Engineering and Technology

The P.G. programmes are offered in the various constituent colleges of the University listed below:

- i) College of Agriculture, Vellayani P.O., Thiruvananthapuram - 695 522
- ii) College of Horticulture, Main Campus, Vellanikkara, KAU P.O., Thrissur - 680 656
- iii) College of Forestry, Main Campus, Vellanikkara, KAU P.O., Thrissur - 680 656
- vi) Kelappaji College of Agrl. Engineering and Technology, Tavanur P.O., Malappuram - 679 573
- v) College of Co-operation, Banking and Management, Main Campus, Vellanikkara, KAU P.O., Thrissur - 680 656

(For more details log on www.kau.edu)

COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT –

An Institution of Higher learning in Agri-Business Management

College of Co-operation, Banking and Management, a constituent college of Kerala Agricultural University, was established in 1981 according to Section 5 of the KAU Act which provides for the creation of a Faculty of Co-operation. In fulfilment of its mandate, the College is pursuing teaching, research and extension programmes in domains relevant and beneficial to the farming community such as Co-operatives, Banks, Commodity Boards, Agri-business Organizations, Rural Development Organizations and other support service institutions.

Accreditation by ICAR

The Accreditation Board of the Indian Council of Agricultural Research, the supreme body in the country regulating agricultural education, research and extension, has accorded accreditation to the College on 25th August 2004 on the recommendation of the ICAR Peer Review Team and Education Division in recognition of the high standards of the faculty, curriculum and physical facilities.

Statutory Departments

The college has 22 core faculty serving in four statutory departments viz., Co-operative Management, Development Economics, Banking & Finance Management, and Rural Marketing Management

P.G Programmes offered by the College

The College is offering three post-graduate programmes, one each in Co-operative Management, Banking and Finance Management and Rural Marketing Management. The Department of Rural Marketing Management is also offering a ***Ph.D programme*** from the Year 1995. From the Academic year **2006-2007** the University has been offering an ***MBA programme in Agri-Business Management*** under the Department of Rural Marketing Management.

MBA Agri-Business Management (Log on www.kaumba.com)

UNIQUE BY DESIGN, PROLIFIC IN PERFORMANCE

The programme aims at empowering professional and other graduates, particularly graduates from agricultural universities with critical management and entrepreneurial competencies enabling them to own and manage agribusiness enterprises of global standards

OUR VISION

To build and sustain a unique management institute of international standards capable of churning out a new breed of agripreneurs and agribusiness managers kindled with fire and endowed with state-of-the-art management knowledge and competencies to serve the nation devoutly in a climate that fosters personal and group creativity and excellence.

MISSION

To mould a new breed of globally competitive and socially committed agripreneurs and agri-business managers capable of owning and operating domain agri-business enterprises effectively by imparting value based education in a tech-savvy environment.

OBJECTIVES

- To build core management competencies among the prospects to own and manage sustainable agri-food value chains.
- To foster a culture and climate of entrepreneurship and innovation among the prospective managers.
- To expose the students to best management practices in the industry.
- To inculcate high ethical and moral standards in the future managers.

UNIQUE IDENTITY

- Offered by the **Best Agricultural University in the country** according to ICAR rating.
- **State-of-the-art courseware** vetted by veterans from Premier Management Institutes and industry within and outside the country.
- **Dual Specialization** combining Marketing, Finance and Human Resource Management domains.
- Intensive Coaching in General Management and Functional Areas.

- Anchored by a team of excellent, experienced and **IIM trained Core Faculty** and Guest Faculty drawn from a spectrum of Industries, Agri-business corporations and Premier Management Institutes.
- Pedagogy- a harmony of Case Method ,Group Discussion,Role Play, etc. complimented by classroom teaching and field / industry visits.

- **Project Placement** in domain Agri-business Companies during the Second and Final semesters
- Admission on the basis of **Written Test, Group Discussion , Personal Interview and Academic excellence** in qualifying degree.
- Central Digital Library.
- Affordable fee structure.
- Excellent Job Placement Record.

COMPETENCIES ENROBED

- Formulation of Business Plans for start ups
- Preparation of Business Development Plans
- Commodity Market Analysis
- Designing and managing Value Chains
- Strategy- Formulation & Implementation
- Leadership Skills
- Emotional Intelligence
- Decision making based on quantitative and qualitative analysis.

INTAKE CAPACITY

The annual intake of the course is **40** including-

- 05 seats reserved for candidates selected through All India Competitive Examination conducted by ICAR, New Delhi
- 05 seats reserved for candidates sponsored by Agri-business Organizations / Govt. Departments / Agencies & Institutions including Kerala Agricultural University. (having minimum 3 years of experience while applying)
- Over and above the maximum,05 seats are earmarked for international candidates nominated by Government of India

The unfilled seats in the reserved category will be reverted to open merit.

Reservation: As per Government of Kerala and KAU norms.

ADMISSION CRITERIA

Eligibility for Admission:

1. *All professional graduates of State Agricultural Universities/ Deemed Universities under ICAR system with a minimum **OGPA of 7.5/10.0** (7.0 for SC/ST Candidates).*
2. *All graduates, including professional graduates from Indian/Foreign Universities recognized by AICTE/UGC with minimum **60% marks from SSLC onwards** (5% concession to SC/ST Candidates).*

Candidates awaiting final results of the qualifying degree can also apply for the course, but they should have secured their qualifying degree on or before the date prescribed for the GD and Interview.

HOW TO APPLY

Application form and prospectus for admission to the MBA programme can be downloaded from the KAU official website www.kau.edu and www.kaumba.com in Adobe Acrobat PDF format. The downloaded application should be printed on A4 size paper and used. ***The application form can also be obtained from the office of the Associate Dean, College of Co-operation, Banking and Management, Vellanikkara by paying Rs.10 per form.*** The filled in application forms may be submitted to the **Registrar, Kerala Agricultural University, KAU P.O., Thrissur, Kerala - 680 656** along with application processing fee of **Rs.750/-** (Rupees Seven Hundred and Fifty only), (in the case of SC/ST candidates **Rs.375/-** (Rupees Three Hundred and Seventy Five only

Payment of Application Fee: (Students inside Kerala)

Fee may be remitted at any SBT Branch in the state, to the Kerala Agricultural University Comptroller's SB Account No. 57006546701 maintained at SBT KAU Branch. Main Campus, Vellanikkara and the counterfoil of the remittance slip must be attached with the application form.

(Students outside Kerala)

The application fee shall be paid by way of Demand Draft drawn in favour of the Comptroller, KAU, Vellanikkara payable at the SBT, KAU Campus Branch, Vellanikkara.

N:B Application forms without counterfoils of fees remitted/DD attached will be summarily rejected.

A **passport size photograph** of the candidate bearing his/her signature should be affixed on the application form and admit card(s) in the appropriate place.

Application from sponsored candidates should be routed through their Heads of Departments/employer/institution.

Last date for receipt of filled in Application is 27th June 2012.

REJECTION OF APPLICATION AND DISQUALIFICATION OF CANDIDATES

Applications received late or found defective or incomplete in any manner or which do not contain any of the enclosures specified are liable to be summarily rejected.

Applicants who attempt to canvas or influence the members of the Selection Committee directly or otherwise will be disqualified.

ENCLOSURES

Each application for admission should be accompanied with the following:

- a) Remittance slip or Demand Draft for the application processing fee as prescribed.
- b) Community Certificate obtained from a Revenue Officer not below the rank of Village Officer in the case of SC/ST candidates.
- c) A 'no objection certificate' and an experience certificate obtained from the controlling officer concerned in the case of in-service candidates.
- d) Attested copies of certificates as proof of age, qualifications, mark list of qualifying examination, experience, nativity certificate in the case of candidates from outside Kerala.
- e) One self-addressed stamped (worth Rs.10/-) envelope of size 23 cm x 10 cm.
- f) Certificate in support of any reservation claimed as specified in the application to prove their claims.
- g) Certificate from the Head of Institution to the effect that the University is recognized by the ICAR / will come under the umbrella of the ICAR/AICTE/UGC in the case of candidates who have passed the qualifying examination from outside Kerala.

Note: Documents sent with the application are not returnable.

PENALTY FOR FALSE INFORMATION

Any candidate who is found to have willfully or otherwise given any particulars which are false or has suppressed material information or does not satisfy the requisite qualification for admission shall be disqualified. They shall not be allowed to continue on the rolls of the University, if it is detected at any stage of his/her studentship in the University. In case the candidate has already passed out of the University, then the degree awarded by the University will be withdrawn.

SELECTION PROCESS

Admission based on **Management Aptitude Test (KAUMAT)** to be conducted by KAU followed by **Group Discussion, Interview** and **previous Academic Performance**. The departmental/sponsored candidates shall also apply to the University completing all formalities and shall have the same eligibility criteria with respect to academic qualification. They should have at least 3 years experience while applying. KAUMAT is applicable to sponsored candidates also.

The candidates will be ranked as follows:

	Max. Marks
(a) KAU Management Aptitude Test (KAUMAT) :	120
(b) Qualifying Degree :	30
(c) Group Discussion :	25
(d) Interview :	25

Total :	200
	====

Candidates will be qualifying for GD and Interview only if they secure a minimum of 40% marks in the Entrance Examination. The minimum is 35% for SC/ST candidates.

The above conditions are not applicable to ICAR candidates. Their eligibility will be as per ICAR norms.

FEE STRUCTURE

- ❖ The semester fee of the programme will be **Rs 25,000/-** (Rupees Twenty Five Thousand only)
- ❖ Admission fee will be **Rs 5,000/-** (Rupees Five thousand only)
- ❖ The external exam.fee per semester will be **Rs.1500/-** (Rupees one thousand and five hundred only) during the first three semesters and **Rs.2000/-** (Rupees two thousand only) during the last semester

The fee structure for MBA in Agri-Business Management is as follows:

(a.) Course Fee

Sl.No.	Heads	Amount (Rs.)
1.	Admission fee (at the time of admission)	5000
2.	College Caution Deposit (refundable)	2500
3.	Tuition Fee (per semester)	25000
4.	Library Fee (per semester)	1000
5.	Medical Inspection Fee	100
6.	Stationery Fee (per semester)	500

7.	Syllabus & Calendar Fee (per semester)	250
8.	Examination fee	1500
9.	Athletic Fee (per semester)	200
10.	Association Fee (per semester)	100
11.	Magazine Fee (per semester)	100
12.	University Union Fee (per semester)	250
Total		36,500*

** International students shall pay Institutional Economic Fee of US\$4000/- or equivalent Indian Rupee over and above the above fees.*

b. Hostel Fee (Hostel accommodation will be provided subject to availability of space)

Sl.No.	Description of fee	Amount (Rs.)
1	Hostel admission fee (one time)	500
2	Mess advance (one time)	2000
3	Rent (per semester)	600
4	Electricity and water charges (per month)	100
5	Hostel caution deposit (one time) (refundable)	3000
6	Establishment fund (per month)	100
7	Other miscellaneous charges (per semester)	500
Total		6,800

(c) Contribution to PTA

A one time contribution of Rs.5000/- (Rupees five thousand only) has to be paid in lump sum at the time of admission.

(d) Contribution to Placement Cell

A one time contribution of Rs.5000/- (Rupees five thousand only) is to be paid in lump sum at the time of admission.

CREDIT REQUIREMENT

Particulars	Credit per semester
Semester I- Course Work	17
Semester II	
1. Course Work	19
2. Minor Project Work(Non-Graded)	05
Semester III – Course Work	21
Semester IV	
1. Course Work	09
2. Major Project Work(Graded)	09
Total	75

FACULTY

A mix of PG teachers from the faculties of KAU and a panel of guest faculty drawn from various institutes/industries of repute will be engaged.

MAN POWER DEMAND AND EMPLOYMENT POTENTIAL

The MBA holders have very good employment opportunities in organizations engaged in the following domains:

Food Processing, Oil Extraction and Seed Production ,Hi-tech Horticulture and Floriculture, Dairying & Animal Husbandry, Poultry and Sea Food production, Meat and Meat products, Agro- Chemicals, Agro-Machinery, Fertilizers and Pesticides. Sugar and Bio-fuels Organic Farms , Biotechnology ,Export Promotion /Commodity Boards ,Plantation Crops ,Minor & Major Forest Products, Fruits & Vegetable production & marketing ,Agri-Informatics , Animal Feeds, Medicinal Plants and Ayurvedic Medicines, Wellness Products, Organized Retailing, Coir Manufacturing , Banking , Insurance and Financial Services and Logistics Provision.

DURATION AND STRUCTURE OF THE PROGRAMME

It is a full-time residential programme with a *duration of 2 years, split into 4 semesters*. Each semester will be of 105 working days (excluding study leave, examination days, and days of co-curricular and extra curricular activities)

Semester-I

The first semester is devoted for foundation courses, which are compulsory. After the first semester there will be a break of 15 days.

Semester-II

The second semester has got two segments viz., the Class Room Segment and Field Segment. The Class Room Segment covers eight General Management Courses, which are compulsory. There will be a break of 45 days after the second semester.

The Field Segment is intended to impart hands-on-experience to the students in agri-business management practices during the semester break. In this segment the students will be placed for project work for a minimum period of 1 month in an institution belonging to the industries identified under Sectoral Electives and they have to submit a project report after thorough study under the guidance of a faculty. A Board, to be constituted by the Director, will evaluate the project reports. The Board will be consisting of the project guide, one examiner and the Director, MBA in Agri- Business Management.

Semester-III

The third semester will have two segments, viz., Core segment and Elective Segment. The Core Segment contains four compulsory courses for a total credit load of 10 (Ten). The Elective Segment has three major groups. Under this segment the students have to select courses for a maximum of 10 credits spread across two major groups subject to a minimum of three courses from one group.

Semester-IV

The fourth and final semester is also divided into two segments – the Class Room Segment and the Field Segment. In the Class Room Segment, four

Advanced Management Courses will be offered. In the Field Segment, which is called Management Experience Programme (MEP), the students will be placed in an institution belonging to the industries identified under Sectoral Electives for a period of 2 months at the end of the semester for project work and they have to submit a project report after thorough study under the guidance of an approved faculty. The institution for project work should be identified in the beginning of the third semester so that the student will get enough time to secure placement and acquaint with the structure and functioning of the organization.

Medium of instruction

The medium of instruction and examination shall be English.

Attendance

A student shall attend a minimum of 80% of the number of classes actually held for each of the courses in a semester to be eligible for appearing for examination in that course. If the candidate has shortage of attendance in any course in any semester, he or she shall not be allowed to appear for any examination in that semester. However, the University may condone up to 10% of shortage if the candidate applies for it as per University regulations and if the Vice-Chancellor is satisfied with the reasons cited by the candidate for his/her absence in classes.

Discontinuance of Course

The fees once remitted shall not be refunded if the student discontinues before the completion of the course.

PLACEMENT CELL

A full fledged Placement Cell is in place to ensure the campus placement to the MBA students.

OUR MAJOR RECRUITERS

- Royal Bank of Scotland
- UTI Bank Ltd.
- Sundaram Finance Ltd.
- Harrisons Malayalam (HML) Ltd.
- Dhanlaxmi Bank Ltd.
- Reliance Retail Ltd.
- Sutherland Global Services
- Pantaloon Group of Companies.
- Aditya Birla Group of Companies.
- Federal Bank Ltd.
- Geojit BNP Paribhas Ltd.
- South Indian Bank Ltd.
- ICICI Bank Ltd.
- Sitaram Ayurveda Pharmacy Ltd.
- JRG Securities Ltd.
- Samsung
- Manappuram Finance Ltd.
- RVJ Eurasia
- Federal Bank Ltd.

COMMENCEMENT

The programme will commence from **20th August 2012** (Tentative)

- *Any decision taken by the University on admission , commencement, number of seats and related matters from time to time shall be final.*
- *Ragging is a criminal offence. If any incident of ragging comes to the notice of the authority, the concerned student shall be punished as per Kerala Prohibition of Ragging Act.*

Vellanikkara,

09-04-2012.

Registrar

ENQUIRIES:

For further information and/or enquiries, please contact:

1. **Director, MBA Agri-Business Management**, College of Co-operation, Banking and Management, Vellanikkara, KAU P.O, Thrissur, Kerala – 680656. Ph: 0487-2438502(Extn.8506). or mob: **09387111989** (log on: www.kaumba.com)
2. **Associate Dean**, College of Co-operation, Banking and Management, Vellanikkara, KAU P.O, Thrissur, Kerala – 680656. **Mob. 09447028255**, Ph:0487-2438502 (Extn.8501)
3. **Director, Academic & PG Studies**, Kerala Agricultural University, Vellanikkara, KAU P.O, Thrissur, Kerala – 680656. Phone: 0487-2438131

Note : Please see next page for Application Form

Roll No.

Affix candidate's
passport size
photograph
with candidate's
signature on the
photograph

(To be filled by the Office)



KERALA AGRICULTURAL UNIVERSITY
COLLEGE OF CO-OPERATION, BANKING &
MANAGEMENT

Main Campus, KAU P.O., Thrissur, Kerala - 680 656

**APPLICATION FOR ADMISSION TO MASTER OF BUSINESS
ADMINISTRATION (MBA) IN AGRI-BUSINESS MANAGEMENT 2012-13**

1.	Name (in Block Letters) (as recorded in the SSLC)	
2.	Gender	Male / Female
3.	Date of birth	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
4.	Place of Birth	
	Village/ Taluk	
	District	
	State	
	Marital Status	Single <input type="checkbox"/> Married <input type="checkbox"/>
5.	Nationality	
6.	Mother tongue	
7.	Mailing Address (with Telephone No. with STD Code; mobile and email id, if any)	Pin Code: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
8.	Permanent Address (with Telephone No. with STD Code; mobile and email id, if any)	Pin Code: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
9.	Religion with sub-sect	
10.	Caste	
11.	Whether belonging to Scheduled Caste / Scheduled Tribe of Kerala origin (If YES, Community Certificate should be attached)	Yes / No

12.	Name of father	
13.	Name of mother	
14.	Occupation of father/guardian	
15.	Occupation of mother	
16.	Annual Family income	
17.	Academic Record:	
	Name of the Qualifying Degree	Branch/ specialization
		Reg. No. and year of passing
		Name of University/ Board
		Total aggregate marks/ OGPA secured
		Maximum marks/OGPA
	Degree	
	Plus2/ Higher Secondary	
	SSLC	
	Any other qualification	
<p>6 Note: Self-attested true copies of mark list (Transcripts) in respect of each year of study and the degree certificate should be attached separately.</p>		
18.	Whether employed or not	Yes <input type="checkbox"/> No <input type="checkbox"/>
19.	If 'Yes', furnish details of employment	
	Name of organization	Present position
		Name of Employer
		Length of service
		NOC from the Employer
20.	Details of Application processing fee remitted (DD to be attached)	DD No.
		Name of issuing Bank
		Date
		Amount

DECLARATION BY THE CANDIDATE

I, _____ declare that the details furnished in this application are true to the best of my knowledge and belief.

Place: ***Signature of the Applicant***

Date:

Note: The filled in application form should reach to the Registrar, Kerala Agricultural University, Vellanikkara, KAU P.O., Thrissur, Kerala - 680 656 along with application processing fee of Rs.750- (Rupees seven hundred and fifty only), in the case of SC/ST candidates Rs.375- (Rupees three hundred and seventy five only) by demand draft drawn in favour of the Comptroller, Kerala Agricultural University, Vellanikkara payable at the State Bank of Travancore, KAU Campus Branch, Vellanikkara so as to reach on or before 18th June, 2008 (4.00 pm).

Check list for Candidates:

- (a) Please check whether you have downloaded the prospectus, application form along with the admit card for the entrance examination.
- (b) Two copies of passport size photograph.** Affix one on the application form and the other on admit card for the entrance examination. Enclose a self-addressed, **Rs.10/- stamped envelop of size 23 cm x 10 cm.**
- (c) Ensure that Remittance slip/ DD for **Rs.750** (Rupees seven hundred and fifty only) in the case of general candidates and **Rs.375-** (Rupees three hundred and seventy five only) in the case of SC/ST candidates is enclosed.

For further details log on: www.kaumba.com and www.kau.edu

Mob: 09447028255 & 09446143043



KERALA AGRICULTURAL UNIVERSITY
COLLEGE OF CO-OPERATION, BANKING & MANAGEMENT
Main Campus, KAU P.O., Thrissur, Kerala - 680 656

ADMIT CARD FOR THE ENTRANCE EXAMINATION OF
MBA IN AGRI-BUSINESS MANAGEMENT FOR THE YEAR 2012 - 13
(To be filled up by the candidate in block letters and sent along with the application)

Name of the candidate

Signature of the candidate

Space for affixing
candidate's passport
size photograph

The candidate should
affix his/her signature
on the photograph

Name of Attesting Officer:

Designation:

(Seal)

Name of the Candidate with full mailing address:

<i>Sl.No</i>	<i>Centre for Entrance Examination</i>	<i>Date & Time</i>
1.	.Main Campus, Kerala Agricultural University, Vellanikkara, KAU P.O., Thrissur, Kerala – 680 656 (12 km away from Thrissur Railway Station on the NH-47 towards Palakkad	
2	College of Agriculture, Vellayani, Thiruvananthapuram 695 522 (11 km from Thiruvananthapuram Central)	
3	College of Agriculture, Padannakkad, Kasaragod (2 km away from Nileswar)	

TIME SCHEDULE FOR 2012 ADMISSION
MBA AGRI BUSINESS MANAGEMENT

1.	Issue of Admission notification	27/04/2012
2.	Last date for receipt of filled in application	27/6/2012 3 P.M.
3.	Issuance of memo for written examination	27/6/2012
4.	Written examination	07/07/2012 10 A.M.
5.	Publishing Rank list	12/7/2012
6.	Group discussion and Personal interview for MBA)	19 th , 20 th & 21 st July 2012
7.	Publication of final select list	25/7/2012
8.	Admission	02/08/2012
9.	ICAR CANDIDATES ADMISSION	02/08/2012
10.	Classes begin on	20/08/2012

REGISTRAR