



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

Phone: 0487-2370367

## **PROSPECTUS**

### **MBA in Agri-Business Management 2011-2013**

#### **INTRODUCTION**

The Kerala Agricultural University (KAU) was established in 1972 with the main objective of imparting education, research and extension in different branches of Agriculture particularly Horticulture, Veterinary and Animal Sciences, Fisheries, Agricultural Engineering, Home Science, Forestry, Co-operation & Banking and other allied branches. Recently, govt. of Kerala created the Kerala Veterinary and Animal Sciences University and Kerala University of Fisheries and Ocean Studies, by bifurcating the respective faculties from the Kerala Agricultural University, vide notification No.10711/Leg/I2/2010 Law dated 14/06/2010 (Act 3 of 2011) and Notification No.19540/Leg/I1/2010 Law dated 28/01/2011 (Act 5 of 2011) respectively. Now KAU has two faculties viz

Faculty of Agriculture. A faculty of forestry will be notified soon.

Faculty of Agricultural Engineering and Technology and  
six constituent colleges.

The Post Graduate programmes are offered in the various constituent colleges of the

University listed below:

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

The MBA (Agri-business Management) is offered at the College of Co-operation, Banking & Management in the Main-Campus at Vellanikkara, Thrissur.

(For more details log on [www.kau.edu](http://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 fulfillment 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 25<sup>th</sup> 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 21 core faculties 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.

## **LOCATION**

The College is located at Thrissur(Dt),the Main Campus, KAU in Vellanikkara. The KAU Main-Campus is well linked with road, rail and air is 13 km from Thrissur Railway station and 60 km from International airport Nedumbasserry on NH 47, between Mannuthy and Palghat.

## **MBA IN AGRI-BUSINESS MANAGEMENT (Log on [www.kaumba.com](http://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 technically competent agricultural/other graduates to own and manage sustainable Agri-business enterprises.
- Sustainable Agri-business enterprises. To develop entrepreneurial spirit, skills and competencies among the students.

## **Unique Features**

- Offered by one of the Best Agricultural University in the country according to ICAR rating.
- Anchored by a team of excellent, experienced and IIM trained core faculty and guest faculty from food and Agri-business cooperates and premier management institution.
- Patronage and guided by an advisory board consisting of stalwarts drawn from agri-business industry and the academia.
- Hi-tech classrooms equipped with state-of-art audio-visual media
- Project Placement in Domain Agri-business Companies during the Second and Final semesters.
- Dual specialization comprising marketing, finance and human resource management domains.
- Intensive coaching in general management and domain course.
- Admission on the basis of Written Test, Group Discussion, Personal Interview and Academic Performance in qualifying degree.
- Central Digital Library.
- Affordable fee structure.

## Intake Capacity

The annual intake of the course is **40** of which:

- 05 seats are reserved for candidates selected through All India Competitive examination conducted by ICAR New Delhi
- 05 Seats for sponsored candidates from Agri-business Organizations/Departments/ Agencies & Institutions including Kerala Agricultural University. (minimum 3 years of service while applying)
- Over and above maximum 05 seats will be allotted to international candidates nominated by Government of India

*(The unfilled vacancies in the reserved category will be reverted to open merit)*

**Reservation:** As per Government of Kerala and KAU norms.

## Admission Criteria

### ***The eligibility for admission:***

*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).*

***All graduates, including professional graduates from Indian/Foreign universities*** recognized by AICTE/UGC with a minimum **55% mark in traditional system** (5% concession to SC/ST Candidates).

- \* *Candidates awaiting their final results of the qualifying degree can also apply for the MBA 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](http://www.kau.edu) and [www.kaumba.com](http://www.kaumba.com) in Adobe Acrobat PDF format. The downloaded application should be printed on A4 size paper and used. 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) by a 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 **25<sup>th</sup> June 2011 (before 3PM)**. No other mode of payment will be accepted under any circumstances.

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

Application from employed candidates should be routed through their Heads of Departments/Employer/Institution.

**Last date for receipt of filled in Application is 25<sup>th</sup> June 2011.**

### **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.

### **Center for written test:**

The written test will be conducted at 10 am on 08<sup>th</sup> July 2011 at KAU Main-Campus, College Of Co-Operation, Banking and Management Vellanikkara, Thrissur-680 656. Additional centres may be provided at College of Agriculture, Vellayani, Thiruvananthapuram 695522 and College of Agriculture Padannakkad, Kasaragod, if sufficient number of applicants opts for these centres, purely at the discretion of the University. No candidates have the right to make a claim for the additional centres.

## **Enclosures**

Each application for admission should be accompanied with the following:

- a) 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 in proof of age, qualifications, mark list of qualifying examination, experience, nativity certificate in the case of candidates from outside Kerala.
- e) Two self-addressed stamped envelope (worth Rs.5/- each) of size 23 cm x 10cm
- f) Certificate in support of any other 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 for 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
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Total	:	200
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*Candidates will be considered 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 for ICAR and International candidates*



## Fee Structure

The tuition 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 examination 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.)	For International Candidates
1.	Admission fee (at the time of admission)	5000	\$250(USD)
2.	College Caution Deposit (refundable)	2500	\$100(USD)
3.	Tuition Fee (per semester)	25000	\$100(USD)per credit registered
4.	Library Fee (per semester)	1000	NA
5.	Medical Inspection Fee	100	\$200(USD)
6.	Stationery Fee (per semester)	500	NA
7.	Syllabus & Calendar Fee (per semester)	250	NA
8.	Examination Fee	1500	NA
9.	Athletic Fee (per semester)	200	NA
10.	Association Fee (per semester)	100	NA
11.	Magazine Fee (per semester)	100	NA
12.	University Union Fee (per semester)	250	NA
<b>Total</b>		36,500	\$2250(USD)

**Note: The international students are exempted from paying the special fee, as the 'per credit' fee suggested includes all special fee**

**Total credit requirement for the programme:**

<b>Particulars</b>	<b>Total Credit (per Semester)</b>
<b>I<sup>st</sup> Semester</b>	<b>17</b>
<b>II<sup>nd</sup> Semester</b>	<b>18</b>
<b>Minor Project (Non-Graded)</b>	<b>05</b>
<b>III<sup>rd</sup> Semester</b>	<b>21</b>
<b>IV<sup>th</sup> Semester (excluding project work)</b>	<b>09</b>
<b>Major Project Work</b>	<b>09</b>

**(b) Hostel Fee**

Sl.No.	Description of fee	Amount (Rs.)	For International students
1	Hostel admission fee (one time)	500	NA
2	Mess advance (one time)	2000	NA
3	Rent (per Semester)	600	\$600(USD)
4	Electricity and water charges (per month)	100	NA
5	Hostel caution deposit (one time) (refundable)	3000	\$500(USD)
6	Establishment fund (per month)	100	NA
7	Other miscellaneous charges (per semester)	500	NA
<b>Total</b>		<b>6,800</b>	<b>\$1100(USD)</b>

**(c) Contribution to PTA**

A onetime contribution of Rs.5000/- (Rupees five thousand only) may be paid in lump sum at the time of admission. (This will be used as a seed capital for the formation of Student Management Association)

**(d) Placement cell**

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

## **Faculty**

A mix of PG teachers from the faculties of KAU and panel of experts drawn from various institutes/industries of repute

### **Man Power Demand and Employment Potential**

The degree holders will have very good employment prospects in Agri-Business organizations like:

- Food Processing Industry
- Oil and seed industry
- Hi-tech Horticulture
- Floriculture
- Dairy & animal husbandry
- Poultry and sea food industry
- Meat and meat products Agro
- Chemical Industry Agro
- Machinery Industry
- Co-operatives & Agri-business Enterprises
- Fertilizer Industry
- Sugar industry Organic Farms
- Biotech industry
- Export Promotion Councils/Commodity Boards
- Plantation Crop Industry
- Minor & Major Forest Products Industry
- Fruits & Vegetable Organization
- Agri-Informatics
- Banking and other Financial Institutions
- Medicinal Plants and Ayurvedic Industry
- Wellness Industry
- Organized Retailers
- Cattle Feed Industry &
- Coir Industry

### ***Duration and structure of the programme***

It is a full-time residential programme with ***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 extracurricular 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 8 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 Minor 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 report. 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. From 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.

At the end of third semester the students will be given a break of 25 days.

### ***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 Major 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 in 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 laid down in University procedures and if the Vice-Chancellor is satisfied with the reasons cited by the candidate for his absence in classes.

### ***Discontinuance***

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

### **Placement Cell**

There will be a full time Placement Cell to co-ordinate the placement of the MBA students. The placement cell strives to achieve the right jobs for the students and focus is completely on ensuring that the students get placed in companies where they fit in intellectually and culturally. Our major recruiters include:

- Royal Bank of Scotland
- Harrison's Malayalam Ltd (HML)
- Dhanlaxmi Bank Ltd
- HDFC Bank Ltd
- Reliance Retail Ltd
- Sutherland
- Pantaloon Retail
- ICICI Bank Ltd
- JRG Securities Ltd Cochin
- Aditya Birla Retail Pvt. Ltd
- Samsung
- Manappuram General Finance and Leasing Ltd
- RVJ Eurasia
- Sutherland Global Services Cochin
- Sitaram Ayurveda Pharmacy Ltd
- Federal Bank Ltd
- South Indian bank

### **Important dates to remember**

Date of Notification	: 27 <sup>th</sup> April 2011
Last date for receipt for application	: 25 <sup>th</sup> June 2011 (3 pm)
Issue of memo for written examination	: 27 <sup>th</sup> June 2011
Written Test	: 08 <sup>th</sup> July 2011 (10 am)
Publication of rank list	: 13 <sup>th</sup> July 2011 (10 am)
GD & Final Interview	: 19 <sup>th</sup> , 20 <sup>th</sup> and 21 <sup>st</sup> July 2011
Publication of final select list	: 25 <sup>th</sup> July 2011
Registration	: 1 <sup>st</sup> August 2011
ICAR CANDIDATES ADMISSION	: 1 <sup>st</sup> August 2011
Classes beings on	: 2 <sup>nd</sup> August 2011

### **Enquiries:**

For further information and/or enquiries, please contact:

1. Director, Academic & PG Studies, Kerala Agricultural University, Vellanikkara, KAU PO, Thrissur, Kerala - 680656. Phone: 0487-2371869
2. Associate Dean, College of Co-operation, Banking and Management, Vellanikkara, KAU PO, Thrissur, Kerala - 680656. Ph: 0487-2370367 (Extn.501)
3. Course Director, MBA in Agri-Business Management, College of Co-operation, Banking and Management, Vellanikkara, KAU PO, Thrissur, Kerala - 680656. Ph: 0487-2370367 (Extn.506). or mob: **09447028255** (log on: [www.kaumba.com](http://www.kaumba.com))

### **Commencement**

The programme will commence from **02<sup>nd</sup> August 2011**.

- ***Any decision taken by the University on admission, commencement number of seats and related matters from time to time shall be final.***
- ***If any incident of ragging comes to the notice of the authority, the concerned student shall be given liberty to explain and if his/her explanation is not found satisfactory the authority would expel the student from the institution.***

**Vellanikkara,  
16-04-2011.**

**Registrar**

**Note: Please go to next page for application form.**