



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

Phone: 0487-2370367

PROSPECTUS

MBA in Agri-Business Management – 2009-10

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, Veterinary and Animal Sciences, Fisheries, Agricultural Engineering, Home Science, Forestry, Co-operation & Banking and other allied branches. Postgraduate programmes in the following faculties will be offered during the year 2008.

Faculty of Agriculture

Faculty of Veterinary and Animal Sciences

Faculty of Fisheries

Faculty of Agricultural Engineering and Technology

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

- 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) College of Veterinary and Animal Sciences, Mannuthy, Thrissur - 680 651
- vi) College of Fisheries, Panangad, Kochi - 682 506
- vii) Kelappaji College of Agrl. Engineering and Technology, Tavanur, Malappuram - 679 573
- viii) College of Co-operation, Banking and Management, KAU P.O., Vellanikkara, 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 in 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

- (i) To build core management competencies among the technically competent agricultural/other graduates to own and manage sustainable Agri-business enterprises.
- (ii) To develop entrepreneurial spirit, skills and competencies among the students.

Unique Features

- 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.
- **Students can opt for Dual Specialisation from Marketing, Finance and Human Resource Management.**
- **Rigorous Training in General Management Courses and domain courses.**
- **Residential Programme with limited hostel facility for Men and Women.**
- **Anchored by a team of Excellent, Experienced and IIM trained Core Faculty and Guest Faculty drawn from a spectrum of Industries, Agri-Business Companies and Premier Management Institutes.**
- **Pedagogy** – a harmonious combination of Case Method, group discussion Role Play, Rapid Rural Appraisal etc. will compliment the classroom teaching and learning.

- **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 Performance** in qualifying degree.
- **Central Digital Library.**
- **Affordable fee structure.**

INTAKE CAPACITY

The annual intake of the course is **35** 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 organisation/departments/ agencies & institutions including Kerala Agricultural University. (minimum 3 years of service while applying)

(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 and 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 **30th June 2009 (before 4PM)**. 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 30th June 2009.

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) 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 10 cm.
- 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 Admission 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 Admission Test (KAUMAT) :	120
(b) Qualifying Degree :	30
(c) Group Discussion :	25
(d) Interview :	25

Total :	200
	===

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 to ICAR candidates

FEE STRUCTURE

- ❖ Tuition fee per semester 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		36500

(b) Hostel Fee

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) 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 one time contribution of Rs.5000/- (Rupees five thousand only) is to 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
- ❖ 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 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 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 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 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.

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. **Mob. 9446143043**, 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)

COMMENCEMENT

The programme will commence from **16th September 2009**

- ***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,
22-05-2009.

Registrar

Note: Please see next page for application form

Roll No.

(To be filled by the Office)



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

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

**APPLICATION FOR ADMISSION TO MASTER OF BUSINESS ADMINISTRATION
(MBA) IN AGRI-BUSINESS MANAGEMENT 2009-10**

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"/> <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 <i>YES</i> , 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					

Note: Self-attested true copies of mark list (Transcripts) in respect of each year of study and the degree certificate should be attached separately.

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 **30th June, 2009 (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 two self-addressed, **Rs.5/-each stamped envelop of size 23 cm x 10 cm.**
- (c) Ensure that **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.kau.edu and www.kaumba.com

Mob: 09447028255 & 09446143043

Roll No.

(To be filled by the Office)



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 2009 - 10

(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>Centre for Entrance Examination</i>	<i>Date & Time</i>
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)	18th JULY 2009 (SATURDAY) 10.00 am to 01.00 pm

Admitted for Entrance Examination.

Director(Acad&PGS)