



**KERALA AGRICULTURAL UNIVERSITY**  
**COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT**  
KAU P. O., THRISSUR, KERALA – 680656  
Phone: 0487-2438502

**MBA AGRIBUSINESS MANAGEMENT**  
**PROSPECTUS – 2016-17**

*INTRODUCTION*

The Kerala Agricultural University (KAU), established in the year 1972, is the premier and principal instrumentality of the State providing human capital, skills and technology required for the sustainable development of its agriculture, defined broadly encompassing all production activities based on land and water including crop production, forestry and agribusiness enterprises. KAU has made significant contributions to the State's economy by initiating, interfacing and integrating Education, Research and Extension Programmes in agriculture and allied sectors.

KAU has been providing high quality professional education which has won national recognitions like Sardar Patel Outstanding Institution Award and Academic Performance Award of ICAR. The University offers UG Programmes in five disciplines, M. Sc. in 26 disciplines, integrated M.Sc. in two disciplines, MBA in Agribusiness Management and Ph.D. in 19 disciplines. Significant reforms have been carried out in the educational programmes to enhance the employability of the graduates and make them responsive to the dynamic needs of the State and match the global standards.

KAU pursues location specific and problem oriented research philosophy to enhance the production, productivity, profitability and sustainability of Kerala's diverse agricultural production systems. KAU has in place a vibrant extension machinery for the effective transfer of technology to the stake holders and to receive the feedback of the benefactors.

**Faculties under KAU**

- Faculty of Agriculture
- Faculty of Agricultural Engineering and Technology
- Faculty of Forestry.

**Colleges under KAU**

- i. **College of Co-operation, Banking and Management, Main Campus, Vellanikkara, KAU P.O., Thrissur - 680 656.**
- ii. College of Agriculture, Vellayani P.O., Thiruvananthapuram - 695 522
- iii. College of Horticulture, Main Campus, Vellanikkara, KAU P.O., Thrissur - 680 656
- iv. College of Forestry, Main Campus, Vellanikkara, KAU P.O., Thrissur – 680 656
- v. Kelappaji College of Agrl. Engineering and Technology, Tavanur P.O., Malappuram – 679 573
- vi. College of Agriculture, Padannakkad, Padannakkad P.O , Kasaragod- 671328
- vii. Academy of Climate Change Education and Research, Vellanikkara, KAU P.O., Thrissur - 680 656

*(For more details log on [www.kau.in](http://www.kau.in) )*

**COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT**  
**An Institution of Higher Learning in Agribusiness 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 Enterprises, Rural Development Organizations and complementing and supplementing agriculture.

**Statutory Departments**

The College has 16 core faculty serving in four statutory departments viz., Co-operative Management, Development Economics, Rural 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, Rural 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 2006-07 the University has been offering an *MBA Programme in Agribusiness Management* from the College.**

***MBA AGRIBUSINESS MANAGEMENT***

***(Log on [www.kaumba.in](http://www.kaumba.in))***

**UNIQUE BY DESIGN, PROLIFIC IN PERFORMANCE**

The MBA programme of KAU is built to change the DNA of agribusiness in India by meeting the human capital needs of the fast growing food and agribusiness sector. Within a short span of time, KAU MBA has become a brand esteemed and admired by the industry. The programme, offered by the best State Agricultural University in the country, has become an attractive destination for foreign nationals too.

The courseware and hardware of KAU MBA are benchmarked with the best-in-class institutions in the sector to meet the dynamic and challenging expectations of the industry. Ergonomically designed artefacts make learning seamless and joyful. The programme has put in place architecture to motivate the students to explore, experiment and experience realities beyond the green book. The green rich scenic beauty engulfing the campus makes learning a thrilling and free-wheeling phenomenon.

The faculty is cherry-picked to ensure a harmonious blend of expertise, experience, values and empathy for the mentees. The spirit of research and lateral thinking is fostered and rewarded in the campus.

Industrial and farm visits are undertaken to expose the students to real life situations to unlearn and relearn management lessons. KAU 'hand holds' the students to take up entrepreneurship as a career calling. The presence of foreign national and students from other states breeds healthy cultural

fusion and ignites intellectual diversity. **KAU MBA is not another management degree for a career but an exciting life journey.**

### **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 agribusiness managers capable of owning and operating domain agribusiness enterprises effectively by imparting value based education in a tech-savvy environment.

### **OBJECTIVES**

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

### **UNIQUE IDENTITY**

- Offered by the **Best Agricultural University in the country** according to ICAR rating.
- **Best-in-class courseware** vetted by veterans from Premier Management Institutes and industry within and outside the country.
- **Dual Specialization** combining Finance, Marketing, and Human Resource Management domains.
- Anchored by a team of excellent, experienced and **IIM trained Core Faculty and Guest Faculty** drawn from a spectrum of Industries, Agribusiness corporates and Premier Management Institutes.
- **Pedagogy**- a harmony of **Case Method, Simulations, Group Discussion, Role Play, etc.** complemented by classroom teaching and Farm/Industry exposure visits.
- **Project Placement** in domain Agribusiness Corporates during the Second and Final semesters
- Admission on the basis of Score of **KMAT Kerala/MAT/CMAT/CAT, Group Discussion, Personal Interview and Academic excellence** in qualifying degree.
- **Central Digital Library, Wi-Fi Connectivity and Air-conditioned Smart Class rooms.**
- **Affordable Fee Structure.**
- **Excellent Job Placement through Campus Recruitment.**

### **DELIVERABLE COMPETENCIES**

- Formulation of Business Plans for Start Ups
- Preparation of Business Development Plans
- Commodity Market Analysis : Fundamental and Technical
- Designing and Managing Value Chains
- Strategy- Formulation & Implementation
- Leadership Skills
- Emotional Intelligence
- Decision making based on dialectics and heuristics.

## ANNUAL INTAKE

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

- 05 seats reserved for candidates selected through All India Competitive Examination conducted by ICAR, Govt. of India.
- 05 seats reserved for candidates sponsored by Agribusiness 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 vacant seats in the reserved categories will be filled from open merit list.***

**Reservation:** 10% of the seats are reserved for SC/ST candidates in the State.

## ELIGIBILITY TO APPLY

1. ***Professional graduates*** of State Agricultural Universities/ Deemed Universities under ICAR system with a minimum ***OGPA of 7.0/10.0*** (6.5 for SC/ST candidates).
2. ***Graduates, including professional graduates from Indian/Foreign Universities*** recognized by AICTE/UGC with minimum ***60% marks from SSLC onwards under traditional system*** (5% relaxation to SC/ST candidates).

***Candidates appearing for the final examination of the qualifying degree are also eligible to apply for the course, provided they secure their marklist and provisional certificate on or before the date of admission.***

## HOW TO APPLY

Online application form and prospectus for admission to the MBA programme are available in the website [www.admissions.kau.in](http://www.admissions.kau.in) till 30.04.2016. The candidate should register in the website, submit the online application, take print out and forward the same along with required documents (see enclosures) and fee of Rs. 750/- (Rs. 375/- for SC/ST candidates) to the **Registrar, Kerala Agricultural University, Main Campus, KAU P.O., Thrissur, Kerala - 680 656**. The hard copy of applications and other documents should reach the University on or before **05.05.2016**. The online application will be valid only if the University receives hard copy of the application and other documents within the stipulated time.

### Remittance of Fees:

#### (I) For candidates inside Kerala

Fee may be remitted at any SBT Branch to the Kerala Agricultural University Comptroller's SB Account No. 57006546701 maintained at SBT, Agricultural University Campus - Vellanikkara Branch - 70670, (IFS Code SBTR0000670) Main Campus, Vellanikkara and the counterfoil of the pay-in-slip must be attached with the hard copy of the application send to the University.

#### (II) For candidates outside Kerala

Demand Draft drawn in favour of the Comptroller, Kerala Agricultural University, Vellanikkara payable at SBT, Kerala Agricultural University Campus Branch -70670, (IFS Code

SBTR0000670) Vellanikkara and it should be attached with the hard copy of application send to the University.

*NB: The candidates are required to enter details of the fee paid in the prescribed column of the online application form. Application forms without original counterfoils of fees remitted/DD attached will be summarily rejected.*

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

#### **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) Counterfoil of the pay-in-slip or Demand Draft (original) for the application processing fee as prescribed.
- b) Community Certificate obtained from a Revenue Officer not below the rank of a 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 and nativity certificate in the case of candidates from Kerala.
- e) 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.
- f) Copy of score card of KMAT Kerala/MAT/CMAT/CAT

**Note:** Documents sent along 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.

#### **ADMISSION CRITERIA**

Admission shall be based on the score in the KMAT Kerala, CAT, MAT, or CMAT followed by Group Discussion and Personal Interview to be conducted by KAU. The general candidate should have the required Academic Performance in the qualifying degree examination (see eligibility to apply). The departmental/sponsored candidates shall also apply to the University complying with all formalities and shall have the same eligibility criteria with respect to academic qualification. They should have atleast three years experience while applying.

The candidates will be ranked according to the following criteria:

Sl. No.	Criteria	Max. Marks
1.	KMAT Kerala/MAT/CMAT/CAT Score	: 80
2.	Group Discussion	: 10
3.	Interview	: 10
Total		: 100

**Candidates will be qualifying for GD and Interview only if they secure the prescribed cut-off score in KMAT Kerala/MAT/CMAT/CAT which will be notified before group discussion/interview.**

**The above stated 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)**. (Subject to Revision)
- Admission fee will be **Rs 5,000/- (Rupees Five Thousand only)**
- The external exam. fee per semester will be **Rs.1500/- (Rupees One Thousand Five Hundred only)** during the first three semesters and **Rs.2000/- (Rupees Two Thousand only)** during the last semester

**The fee structure of MBA Agribusiness Management for the first semester is as follows:**

**(a) Course Fee**

Sl. No.	Head	Amount (Rs.)
1.	Admission fee (at the time of admission)	5000
2.	College Caution Deposit (refundable)	2500
3.	Tuition Fee (per semester)	25000
4.	Examination Fee	1500
5.	Special Fee	2500
<b>Total</b>		<b>36,500*</b>

**\* 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.	Head	Amount (Rs.)
1	Hostel admission fee (one time)	500
2	Mess advance (one time)	8000
3	Rent (per semester)	600
4	Hostel Caution Deposit (one time) (refundable)	3000
5	Establishment Fund (per semester)	600
6	Other miscellaneous charges (per semester)	500
<b>Total</b>		<b>13,200</b>

**Note: Electricity & water charges will be collected as per the University orders issued from time to time.**

**(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.10,000/- (Rupees Ten Thousand only) is to be paid in lump sum at the time of admission.

**CREDIT REQUIREMENT**

<b>Particulars</b>	<b>Credit Per Semester</b>
<b>Semester I- Course Work</b>	17
<b>Semester II</b>	
1. Course Work	19
2. Minor Project Work (Non-Graded)	05
<b>Semester III- Course Work</b>	21
<b>Semester IV</b>	
1. Course Work	09
2. Major Project Work (Graded)	09
<b>Total</b>	<b>80</b>

**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, Commodity Boards, Commodity Exchanges, Plantation Industry, Minor & Major Forest Products, Fruits & Vegetable Production & Marketing, Agri-Informatics, Animal Feeds, Medicinal Plants and Ayurvedic Medicines, Wellness Industry, Organized Retailing, Coir Industry, Banking, Insurance and Financial Services and Logistics Industry.

***DURATION AND STRUCTURE OF THE PROGRAMME***

It is a full-time programme with a *duration of 2 years, split up 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 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 agribusiness management practices during the semester break. In this segment the students will be placed for project work for a minimum period of one 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 external examiner and the Director, MBA Agribusiness 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 to appear for the 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 convinced with the reasons cited by the candidate for his/her absence in classes.

## ***Discontinuance of Course***

**The fees remitted except Caution Deposit shall not be refunded if the student discontinues the course.**

## PLACEMENT CELL

A full fledged Placement Cell is in place to scan the emerging employment opportunities and to secure campus placement to the students. The Placement Cell is regularly organizing industry/farm exposure visits and capacity building programmes to hone the soft skills and enhance the employability of the students.

### OUR MAJOR RECRUITERS

- IDBI Bank Ltd.
- Royal Bank of Scotland
- AXIS 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 Paribas Ltd.
- South Indian Bank Ltd.
- ICICI Bank Ltd.
- Sitaram Ayurveda Pharmacy Ltd.
- JRG Securities Ltd.
- Samsung
- Manappuram Finance Ltd.
- RVJ Eurasia
- ESAF Micro Finance & Investments Ltd.
- Spices Board
- Plant Lipids
- NABFINS
- HDFC Bank Ltd

### NOTE

- *Any decision taken by the University on admission, commencement of classes, number of seats, fee structure, hostel norms 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,  
12-04-2016.

Registrar

### ENQUIRIES:

For further information and/or enquiries, please contact:

1. **Director, MBA Agribusiness Management**, College of Co-operation, Banking and Management, KAU P.O, Thrissur, Kerala – 680 656. Ph: 0487-2438519, 0487-2438529 or mobile: **9495884527 & 09447887888** (log on: [www.kaumba.in](http://www.kaumba.in))
2. **Associate Dean**, College of Co-operation, Banking and Management, KAU P.O, Thrissur, Kerala – 680 656. Ph:0487-2438502
3. **Director, Academic & PG Studies**, Kerala Agricultural University, Vellanikkara, KAU P.O, Thrissur, Kerala – 680 656. Phone: 0487-2438131.

## MBA ADMISSION – 2016

### Time Schedule

1	Issue of Admission Notification	18.04.2016
2	Last date for submission of online application	30.04.2016
3	Last date for receipt of hard copy of application	05.05.2016
4	Publication of Rank List based on KMAT Kerala/ MAT/CMAT/CAT Score	13.05.2016
5	Group Discussion and Personal Interview	19,20 &21.05.2016
6	Publication of final select list	26.05.2016
7	Admission*	30.05.2016
8	Date of Registration*	01.06.2016

\* Date of Admission and Registration will be finalised subject to publication or result of qualifying degree examinations by major universities of Kerala.

**REGISTRAR**