



**ADMISSION INFORMATION BOOKLET
OF
MBA (AGRIBUSINESS MANAGEMENT)
&
Ph.D. (AGRIBUSINESS MANAGEMENT)
PROGRAMMES
(ACADEMIC YEAR: 2019-20)**



**INTERNATIONAL AGRIBUSINESS MANAGEMENT INSTITUTE
ANAND AGRICULTURAL UNIVERSITY
ANAND -388110**

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About the Institute:-

International Agribusiness Management Institute was established in August 2008. The institute offers two years **Master of Business Administration (Agribusiness Management)** as well as three years **Ph.D.(Agribusiness Management)** programmes with a core focus on agribusiness and international trade. This post graduate programme is aimed to craft professional business leaders, entrepreneurs and academicians in the food and agri-business sectors. The institute maintains a rigorous intellectual teaching process to mould the students to the standards of international level. With the concrete weightage to the industrial needs in the course curriculum, various outside scholars not only from academics, but also from various well known organizations are invited for their input to the students.

The Institute provides a good educational environment with the core support and dedication of faculties to make the students competitive in the business galaxy and also to become a good human being to the society.

Objectives:-

- To provide class room education as well as practical and analytical market oriented training to the students pursuing career in agribusiness, rural marketing and international agribusiness sectors.
- To architect agribusiness professionals for agriculture, agri food firms, rural and allied sectors.
- To encourage entrepreneurial spirit and develop qualified human resource for serving agri-based industry and rural development.
- To cater to the needs of enterprises and cooperative agribusiness at national and international level.

Highlights:-

- Having excellent regular faculty with rich experience and expertise from renowned academic institutions across the country
- Unique well-furnished and modern class rooms with multimedia presentation facilities
- A well equipped computer lab with internet connectivity of 4 mbps and Wi-Fi system
- Modern e-library with collection of national & international books and online access to e-journals, e-books and data base
- Ultra modern seminar hall with audio visual facility to conduct seminars, workshops, MDP's etc.
- Conference hall with plasma television and audio system
- Indoor games hall for students to relax and refresh through games like table tennis, chess, carom etc.
- A well equipped separate Boys and Girls hostel with 24X7 Wi-Fi internet connectivity with CCTV camera
- Industrial exposure and practical training at business organizations
- Industry interface through guest talk from various reputed business organizations
- P.G. Fellowships for meritorious students
- Devidayal Agro-Chemicals Ltd. gold medal for securing highest OGPA at the end of final semester in the MBA (ABM) programme
- Arun Iyer Gold plated silver medal for securing highest GPA in the Human Resource Development and related subjects

P.G. Programme in Agribusiness Management and Intake Capacity:-

Sr. No.	Degree	Duration	Intake Capacity
1	MBA (ABM)	2 Years (4 Semesters)	34 AAU seats
2	Ph.D. (Agribusiness Management)	3 Years (6 Semesters)	05 seats

Reservation of seats:-

Sr. No.	Category	Percentage of Reservation (%)	Remarks
1	Scheduled Caste (SC)	7%	Subject to condition that those who are able to secure admission on merit in general quota shall not however be counted against the seats reserved for them.
2	Scheduled Tribes (ST)	15%	
3	Socially and Educationally Backward Communities (SEBC)	27%	
4	Economical Weaker Section (EWS)	10%	
5	Differently abled (Physically Challenged Candidates) (PC)	5%	

Regular seats of MBA (ABM) Programme and Ph.D. (ABM) will be offered to Gujarat domicile candidates. If sufficient number of candidates in respective categories are not available, then the vacant seats will be filled up as per Common regulations (2016-17) for post graduate programmes of SAUs' of Gujarat.

Eligibility:-

A. MBA (ABM) :

A candidate should possess Bachelor's degree in Agriculture and Allied Sciences (Agriculture / Agribusiness Management / Veterinary Science & A.H. / Dairy Science / Agricultural Engineering & Technology / Food Processing Technology / Forestry/ Horticulture / Fisheries / Agril. Biotechnology / Agril. Information Technology and others) with minimum requirement of marks at the bachelor degree (UG) level as under

Sr. No.	Per cent / O.G.P.A. obtained in Qualifying Exam		Per cent / O.G.P.A (Out of)
	General / EWS	SEBC / ST / SC / PC	
1	60.00%	55.00%	Traditional System out of 100 %
2	6.00	5.5	10 Point

B. Ph.D. (Agribusiness Management) :

A candidate should possess Master's degree in MBA (Agribusiness Management) / Agricultural Marketing & Co-operation / Agricultural Economics / Business Management with specialization in Agriculture and having Bachelor degree in Agriculture and allied sciences from recognized University with minimum requirement of marks at the master degree (PG) level as under

Sr. No.	Per cent / O.G.P.A. obtained in Qualifying Exam		Per cent / O.G.P.A (Out of)
	General / EWS	SEBC / ST / SC / PC	
1	65.00%	60.00%	Traditional System out of 100 %
2	6.5	6.0	10 Point

Note:-

Gujarat domicile and pass out students of SAUs of Gujarat State/ICAR accredited SAUs of other states shall be eligible for admission, further, if seat remains vacant, non-domicile of Gujarat State but pass-out students of SAUs of Gujarat shall be considered for admission. However, candidate pass out from private Universities/Colleges not approved by State Government and not accredited by ICAR will not be eligible.

Admission Procedure:-

A. MBA (Agribusiness Management) :

All candidates have to download the admission form from the Anand Agricultural University's website (www.aau.in) or website of Gujarat State Agricultural Universities Common Admission (www.gsauca.in). The duly filled form along with the Demand Draft of ₹ 1000/- (One thousand only) in favour of "AAU Fund A/c" should be reach to **The Registrar, Anand Agricultural University, Anand Campus, Anand-388 110, Gujarat on or before 08/08/2019.**

After scrutiny, the list of eligible candidates will be displayed on AAU website (www.aau.in) and website of Gujarat State Agricultural Universities Common Admission (www.gsauca.in) and the eligible candidates will be called for the entrance test, group discussion and personal interview. The final merit list of the candidates for admission shall be prepared by giving the weightage to the score in Entrance test, Group Discussion and Personal Interview as (50:25:25) respectively.

Those candidates, who will finally secure the admission in MBA(ABM) Programme, will have to pay the full fees for the first semester immediately. Failing the same may lead to disqualification from the admission. The fee must be paid either in cash or electronically using Debit Card or Credit Card.

B. Ph.D (Agribusiness Management)

All candidates have to download the admission form from the Anand Agricultural University's website (www.aau.in) or website of Gujarat State Agricultural Universities Common Admission (www.gsauca.in). The duly filled form along with the Demand Draft of ₹ 1000/- (One thousand only) in favour of "AAU Fund A/c" should be reach to **The Registrar, Anand Agricultural University, Anand Campus, Anand-388 110, Gujarat on or before 08/08/2019.**

After scrutiny, the list of eligible candidates will be displayed on AAU website (www.aau.in) and website of Gujarat State Agricultural Universities Common Admission (www.gsauca.in) and the eligible candidates will be called for the entrance test. The final merit list of the candidates for admission shall be prepared by giving the weightage to the score in Entrance test and post-graduation degree (50:50) respectively.

Those candidates, who will finally secure the admission in Ph.D. (Agribusiness Management) Programme, will have to pay the full fees for the first semester immediately. Failing the same may lead to disqualification from the admission. The fee must be paid either in cash or electronically using Debit Card or Credit Card.

Entrance Test:-

A. Broad areas of entrance test for MBA (Agribusiness Management)

[Basics of agriculture and allied sciences including Agriculture, Dairy Science, Food Processing Technology, Agricultural Engineering, Veterinary Science & Animal Husbandry, Horticulture, Forestry, Agricultural information technology, Agricultural biotechnology, Fisheries and others.

- Quantitative ability
- Data Interpretation

- Logical Reasoning
- General knowledge

Note:

- Total 100 MCQ for 100 marks in entrance test of 60 minutes duration.
- There will be no negative marking in the entrance test.

B. Broad areas of entrance test for Ph.D. (Agribusiness Management) as suggested by ICAR

- Unit 1: Basics of Management, Organizational Behavior and Human Resource Management
- Unit 2: Managerial Accounting, Financial Management and Cost Accounting
- Unit 3: Marketing Management and International Marketing of Agri-products
- Unit 4: Production, Operations and Quality Management
- Unit 5: Managerial Economics
- Unit 6: Operations Research and Research Methods
- Unit 7: Agribusiness Environment and Policy
- Unit 8: Strategic Management
- Unit 9: Project Management and Entrepreneurship Development

Note:

- Total 100 MCQ for 100 marks in entrance test of 60 minutes duration.
- There will be no negative marking in the entrance test.

Fees Structure: -

The Fees payable by each student admitted to the Post Graduate studies shall be as under.

No.	Particulars	Fees for Boys (₹)	Fees for Girls* (₹)
1	Fees / Deposits to be paid at the time of first registration		
	Caution Money (Refundable)	1500	1500
	Hostel Deposit (Refundable) for resident students	1500	1500
	Mess Deposit (to be adjusted in the food bills of the last month of the academic year)	1500	1500
	Identity Card	50	50
	Test fee for thalassemia	150	150
	TOTAL	4700	4700
2	Fees to be paid annually, in the beginning of odd semester by all students		
	Magazine	100	100
	Student aid fund	100	100
	General Amenity	300	300
	University Medical Exam.	100	100
	TOTAL	600	600
3	Semester Fees to be paid at the beginning of each semester		
	Registration Fee	1000	1000
	Tuition Fees	5000	*--

	Library Fee	500	500
	Fees for Sports	200	200
	Fees for Examination	1000	1000
	Fees for Cultural Activities	200	200
	Laboratory	2000	2000
	Evaluation Report Fee	200	200
	Transcript Fee (only in Final Semester)	200	200
	Fees for Hostel Room	2000	*--
	TOTAL	12300	5300
4	Electricity charges (to be adjusted in the electricity consumption bill of the hostel as determined by the Rector).	2000	2000
	TOTAL	2000	2000
5	For Summer session (to be paid only by those who have to attend the summer session)		
	(I) Tuition fees including Laboratory fees	5000	--
	(II) Hostel Room Fees	2000	--
	TOTAL	7000	--
6	Other fees		
	a. Eligibility Certificate	100	100
	b. Provisional Degree / Passing Certificate	100	100
	c. Transcript	200	200
	d. Migration Certificate	200	200
	e. Duplicate Migration Certificate	1000	1000
	f. Degree Certificate – Presentia	500	500
	- Absentia	1000	1000
	g. Duplicate Degree Certificate	2000	2000
	h. Re-registration	2000	2000
	i Duplicate Mark sheet/Transcript	1000	1000
	j. Re-checking/Verification of Grade	200	200
	k. Document attestation/Verification (per document/per copy) in person	50	50
	l. Charges for sending documents by post	500	500

Note *Girl students having Citizenship of India are exempted from Tuition & Hostel fees.

- **Boys fees for First semester is ₹ 18, 400/- and Girls fees ₹ 11, 400/- including hostel fees.**
- Fees once paid shall not be refunded.
- Caution money and deposits may be refunded by the Principal on demand by the student within one year of leaving / completion of the study and on submission of original receipt.
- Each student is expected to become a member of Alumni Association.
- Fee structure is at the discretion of AAU and subject to change.
- After securing the admission, the candidates will have to pay the full fees of 1st semester immediately. Failing the same may lead to disqualification from the admission. The fee must be paid either in cash or electronically using Debit Card or Credit Card.

Anti-Ragging:-

Students found involved in ragging or in any other misconduct, or on a report received from the affected student(s), the Dean(PG)/Dean of the college, shall immediately expel the concerned student(s) against whom the report is received from Hostel/College, for the current semester and the Dean shall further constitute a committee to probe and conduct enquiry into the matter and based on the report from the committee, shall pass the final orders on merit of the case within three working days.

Gender Harassment-Cum-Women Development Cell:-

A Gender Harassment-cum-Women Development Cell is established for protection of girls' students against harassment in all colleges and at the level of University as well. Anyone found guilty will be punished accordingly.

MBA (ABM) Course Curriculum:-

First Semester

Course Code	Course Title	Credits
ABM 501	Principles of management and organization behaviour	3+0
ABM 503	Managerial economics	3+0
ABM 504	Managerial accounting & control	2+0
ABM 505	Communication for management & business	2+0
ABM 508	Human resource management	2+0
ABM 510	Production and operations management	2+0
ABM 511	Research methodology in business management	3+0
ABM 513	Computer for managers	2+0
PGS 501*	Library and information services	0+1
PGS- 502*	Technical Writing and Communication Skills	0+1
	Total Credit	19+2*

*Non credit compulsory courses.

Second Semester

Course Code	Course Title	Credits
ABM 502	Agribusiness environment & policy	2+0
ABM 506	Business law and ethics	2+0
ABM 507	Marketing management	3+0
ABM 509	Financial management	2+0
ABM 514	Management information system	2+0
ABM 512	Project management and entrepreneurship development	2+0
ABM 515	Operations research	2+0
ABM 591	Master's seminar	1+0
PGS 503*	Intellectual property and its management in agriculture	1+0
PGS 506*	Disaster management	1+0
	Total Credit	16+2*
ABM-595	Summer Training (45 Days during June to July)	----

*Non credit compulsory courses

Third Semester (Elective Courses)

Course Code	Course Title	Credits
ABM -516	Rural marketing	2+0
ABM -517	Agricultural marketing management	2+0
ABM -518	Food technology & processing management	2+0
ABM -519	Fertilizer technology & Management	2+0
ABM -520	Management of agro chemical industry	2+0
ABM -521	Farm business management	2+0
ABM -522	Seed production technology management	2+0
ABM -523	Technology management for livestock products	2+0
ABM -524	Fruit production & post harvest management	2+0
ABM -525	Farm power & machinery management	2+0
ABM -526	International trade and sustainability governance	2+0
ABM -527	Management of agri business cooperative	2+0
ABM -528	Agribusiness financial management	2+0
ABM -529	Food retail management	2+0
ABM -530	Management of agricultural input marketing	2+0
ABM -531	Feed business management	2+0
ABM -532	Agri-Supply Chain Management	2+0
ABM -533	Management of veterinary hospitals	2+0
ABM -534	Poultry and hatchery management	2+0
ABM -535	Management of floriculture	2+0
ABM -536	Quality Management	2+0
ABM -537	Commodity Future Markets and Derivatives	2+0
ABM-538	Strategic Management	2+0
Requirement: 10 to 20 credits		

Fourth Semester

Course Code	Course Title	Credits
ABM-599	Project Work	10+0

Minimum Course Credit requirement for MBA (ABM)

Courses	Credits
Core/Major	28
Elective	16
Basic supporting	06
Seminar	01
Project	10
Non-credit Compulsory courses	04
Total	65

Ph.D (ABM) Course Curriculum:-

Course Code	Course Title	Credits
ABM-601	Advance Research Methodology	2+1
ABM-602	Data Analysis	2+1
ABM-603	Strategic Human Resource Management	2+0
ABM-604	Organizational Development	2+0
ABM-605	Conflict management and Negotiation	2+0
ABM-606	Advances in Organizational behavior	2+0
ABM-607	Crafting and Executing Competitive Strategy	2+0
ABM-608	Labour economics	2+0
ABM-609	e-Business and e-Commerce Management	2+0
ABM-610	Agribusiness and Agricultural Rural Marketing	2+0
ABM-611	Sales Management	2+0
ABM-612	Consumer Behavior	2+0
ABM-613	Integrated Marketing Communication	2+0
ABM-614	International Marketing Management	2+0
ABM-615	Financial Market and Services	2+0
ABM-616	Rural and Agriculture Finance	2+0
ABM-617	Advanced Operation Research	2+0
ABM-618	Advanced Entrepreneurial Development	2+0
ABM-619	Advanced Production & Operation Management	2+0
ABM-620	International Trade	2+0
ABM-621	Export-import and Logistics Management	2+0
ABM-622	Dynamics of Rural Development	2+0
ABM-623	Advanced Business Ethics	2+0
ABM-624	Econometric for Agribusiness Management	2+0
ABM-625	Agribusiness and Climate Change	2+0
ABM-695	Seminar -1	1+0
ABM-696	Seminar -2	1+0
ABM-699	Doctoral Research	45+0

Minimum Course Credit requirement for Ph.D. (ABM)

Courses	Credits
Major	17
Supporting	11
Seminar	02
Research Work (Thesis)	45
Total	75

Placement:-

Cent percent placement has been recorded in MBA (ABM) programme since inception of the college. The companies of national and international stature from various sectors like seed, fertilizer, pesticide, financial, dairy, consultancy, food processing, Export, agricultural engineering etc. participate in the placement of MBA (ABM) students. Some of our placement partners are as under;

United Phosphorus Ltd.	HDFC Ltd. (Housing Finance)
L & T Finance	IDBI Bank Ltd.
J.K. Agri-Genetics Ltd.	Bayer
Prathistha Industries Ltd.	DuPont
NDDDB, Anand	De Laval Pvt. Ltd.
Mother Dairy, Gandhinagar	Amul, Anand
Netafim Irrigation India Pvt. Ltd.	IDMC, Anand
John Dheere	Reliance Fresh
Baroda Dairy	Tata Rallies
Gayatri Dairy Products Pvt. Ltd.	Sowbhagya Group
Champion Agro Ltd.	ITEM secure Pvt. Ltd.
King Fish Products (Pvt.) Ltd., Bangkok	Devidayal Ago Pvt. Ltd.
HDFC Bank Ltd.	APC Nutrients Pvt. Ltd.
Meghmani Organics Ltd.	Kotak Mahindra Bank
Vivante Pure Food Pvt. Ltd.	Nagarjuna Group
DCB Bank	Export Trading Group, Africa
Gujarat State Fertilizer & Chemicals Limited	Freshtrop Fruits Ltd
Monsento India Ltd.	SRIJAN
Satin Creditcare Network Limited	Trans Agro India Pvt. Ltd.
National Commodity & Derivatives Exchange Ltd.	IFC
Rasi Seeds Pvt. Ltd.	Janalakshmi Financial Services Pvt. Ltd.
Suguna Foods Private Limited.	ADAMA India Private Limited



Disclaimer:-

The statements made in this Information Booklet and all other information contained herein is believed to be correct at the time of publication. However, the Universities reserve the rights to make, at any time without notice, changes in the regulations, conditions governing the conduct of student, requirements for degree, fees and any other information or changes in statement rules contained in the Information Booklet. No responsibility will be accepted by the University for hard-ship or expenses encountered by students or any other person for such changes, additions, omission or errors, no matter how they are caused.

General Instruction to Candidates for Post Graduate Studies A candidate is expected to read and study the prospectus and the application form carefully : -

1. All entries in the application form must be made legible by the candidate himself. Incomplete application will not be considered.
2. Attested Photostat copies of the below mentioned documents should be attached with the application form.
 - (i) School Leaving Certificate / Birth Certificate
 - (ii) SSCE and HSCE/Polytechnic mark sheet and certificate
 - (iii) Mark sheets of all the semesters / years
 - (iv) Transcript
 - (v) Provisional Passing Certificate/ Provisional Degree Certificate
 - (vi) Degree Certificate
 - (vii) Caste Certificate in case of SC / ST and SEBC or certificate of EWS candidate of Gujarat State from competent authority of the Gujarat State. The candidates belonging to SEBC should produce the “Non creamy layer certificate” in the prescribed format issued by the competent authority of the Gujarat State with validity as per the resolution No.SSP/122015/455246/A dt.26/04/2016 and prescribed certificate of EWS as per resolution no. EWS/122019/45903/A dated 25/1/2019 issued by Department of Social Justice & Empowerment, Government of Gujrat, Gandhinagar, falling which, the candidate will not be considered against reserved seats for SEBC/EWS category.
 - (viii) Medical Fitness Certificate.
 - (ix) Physically Handicap Certificate if applicable.
 - (x) Character Certificate from where candidate obtained last degree.
3. Original Certificate / Mark sheet / Documents should not be sent. However Original Certificate / Mark Sheet / Documents will have to be produced at the time of admission / counseling and payment of fees.
4. Student from any other University shall be disqualified for admission to the Post-graduate study, if Migration Certificate is not submitted within one month after admission.
5. Student coming from other University will have to obtain the Eligibility Certificate from the Anand Agricultural University on payment of prescribed fees, within one month after admission.
6. A candidate admitted to the Post-Graduate programme will have to apply separately for Hostel Admission at the time of joining the college.
7. Fees once paid will not be refunded.
8. Candidates who are successful in securing admission will be duly intimated about their selection. No separate intimation will be given to the unsuccessful candidates.
9. Once admitted, request for change of subject / college / university will not be entertained in any circumstances including mutual transfer.
10. The candidate must bring photo identity proof (Identity card, Driving license, Aadhar card, EPIC card, PAN card etc.) for identity verification at the time of entrance test failing which he/she will not be allowed to appear in Entrance Test examination or Group Discussion or Counseling.
11. Sponsored candidates with 3 years' experience shall have to produce NOC from their institute along with the application.
12. Candidates have to remain present for entrance test and counseling at own cost.

Key Dates (Admission Schedule):-

1.	Date of Advertisement in newspaper / website www.gsauca.in, www.aau.in	02/07/2019
2.	Display of Online information Booklet and Application form on the website www.gsauca.in /www.aau.in	02/07/2019
3.	Application fee in form of Demand Draft drawn before last date 08/08/2019 in favour of <u>“AAU Fund A/c” payable at Anand.</u>	08/08/2019
4.	Last date of filled-up application form (Hard Copy) along with required documents and demand draft to reach <u>The Registrar, Anand Agricultural University, Anand - 388110 (Gujarat)</u>	08/08/2019
5.	Date of display of list of eligible candidates on www.gsauca.in and www.aau.in	09/08/2019
6.	Date of Entrance test, Group Discussion & Personal Interview for MBA (ABM)	20/08/2019
7.	Date of Entrance test for Ph.D. (ABM)	20/08/2019
8.	Date of Counseling & Payment of fees for MBA (ABM) and Ph.D. (ABM)	20/08/2019

Any changes in the scheduled dates will be communicated through website www.gsauca.in/www.aau.in only. All applicants are advised to visit the website regularly.

-: Contact Us:-

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