



# KERALA AGRICULTURAL UNIVERSITY

COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT

MAIN CAMPUS, VELLANIKKARA, KAU P. O., THRISSUR - 680656

Phone: 0487-2438502

## MBA AGRIBUSINESS MANAGEMENT

PROSPECTUS 2023-24

### NOTIFICATION

#### 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 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.

#### Teaching Institutions under KAU

- i. College of Co-operation, Banking and Management, Vellanikkara, Thrissur- 680656
- ii. College of Agriculture, Vellayani, Thiruvananthapuram - 695522
- iii. College of Agriculture, Vellanikkara, Thrissur - 680656
- iv. College of Forestry, Vellanikkara, Thrissur - 680656
- v. Kelappaji College of Agrl. Engineering and Technology, Tavanur, Malappuram - 679573
- vi. College of Agriculture, Padannakkad, Kasaragod - 671328
- vii. College of Climate Change and Environmental Science, Vellanikkara, Thrissur - 680656
- viii. College of Agriculture, Ambalavayal, Wayanad - 673593
- ix. Institute of Agriculture Technology, Pattambi, Palakkad - 679306

#### COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT

##### **An Institution of Progressive Education 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. In fulfillment of its mandate, the College is pursuing teaching, research, and extension programmes in domains relevant and beneficial to the farming community viz., Co-operatives, Banks, Commodity Boards, Agribusiness Enterprises, Rural Development Organisation for complementing and supplementing sustainable agriculture of the State.

#### **Statutory Departments**

The College has four statutory departments viz., Co-operative Management, Rural Marketing Management, Banking & Finance Management, and Development Economics.

## **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 since 1995. MBA (Agribusiness Management), the flagship programme of the University is offered from the College from the academic year 2006-07.

## **MBA AGRIBUSINESS MANAGEMENT**

### *Unique by Design, Prolific in Performance*

The MBA (Agribusiness Management) programme of KAU is crafted to refashion 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 one of 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 artifacts 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 a management degree for a career, but a degree Unique in Design and Prolific in Performance for 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 **Chancellor's Award-winning Specialised University of Kerala in 2021.**
- **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 and experienced **Core Faculty and Guest Faculty** drawn from a spectrum of Industries, Agribusiness corporate 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 work** in domain Agribusiness Corporates during the Second and Final semesters
- Admission based on score of **KMAT/CMAT/CAT, Group Discussion and Personal Interview.**
- **Affordable Fee Structure.**
- **Central Digital Library, Wi-Fi Connectivity and Air-conditioned Smart Classrooms.**

## 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 Organisations/Govt. Departments / Agencies & Institutions including Kerala Agricultural University. (Should possess minimum 3 years of experience while applying).
- Over and above the maximum, 05 seats are earmarked for international candidates nominated by Government of India.

**Reservation:** 10% of the general seats are reserved for SC/ST candidates of the State and 5% of general seats are reserved for PWD candidates subject to availability of candidates. ***The vacant seats, if any, in the reserved categories will be filled from open merit list.***

## ELIGIBILITY TO APPLY

- a) All 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/PWD candidates).
- b) All graduates, including professional graduates from Indian/Foreign Universities under regular stream recognised by ICAR/AICTE/UGC with minimum 60% marks from SSLC onwards under traditional system (55% marks for SC/ST/PWD candidates).
- c) Candidates should have qualified KMAT/CMAT/CAT entrance exams conducted during the period from November 2022 to February 2023.

### **Provisional Admission:**

Candidates awaiting their final results of the qualifying degree can also apply if they believe that they could satisfy the stipulations stated in clause (a) or (b) above, and such candidates shall be admitted provisionally. However, they should secure their qualifying degree before the date of registration of the first semester and produce the certificates in original before the close of the first semester, failing which their admission will be cancelled and the student shall be removed from the rolls of the University. Such students are also liable to pay the liquidation damage stipulated in Regulations for MBA (ABM) programme.

### **HOW TO APPLY**

**General Candidates:** Online application form and prospectus for admission to the MBA programme are available on the website [www.admissions.kau.in](http://www.admissions.kau.in) till **05.05.2023**. The candidate should register in the website, submit the online application.

**Sponsored Candidates:** The sponsored candidates should register on the website, submit the online application, take a printout attach all relevant documents and produce the same for verification along with the No objection Certificate and covering letter from the Head of department/employer/institution on the date of counselling and admission.

### **APPLICATION FEE**

Application Fee for General Candidates is **Rs. 750/-** and for SC/ST candidates of State of Kerala is **Rs.375/-**. SC/ST candidates with nativity other than Kerala must pay Rs.750/- as application fee.

### **REMITTANCE OF FEES**

Application fee can be paid online by using the internet facility “**SB COLLECT**” of State Bank of India for which a link is provided in the application portal and after payment of application fee candidate will be able to take print out of online payment receipt from website. Candidates can also remit the application fee directly at any of the branches of State Bank of India by showing the chalan generated through “**SB COLLECT**” and the bank will issue an online receipt on payment of the same. **Any other mode of payment will not be accepted.**

The Application fee/additional fee once remitted will not be refunded under any circumstances.

**NB:** *The candidates are required to enter details of the fee paid in the prescribed column of the online application form. Application forms without online payment receipt attached will be summarily rejected. Candidates must ensure the payment before attaching the online receipt of payment.*

### **DOCUMENTS TO BE UPLOADED WITH ONLINE APPLICATION**

- 1) Score card of KMAT/CMAT/CAT.
- 2) Proof of online payment of application fee.
- 3) Degree/Provisional Degree Certificate to prove the eligibility for admission. (Candidates awaiting result of the qualifying degree shall submit an Undertaking stating the same.)
- 4) Mark list/Transcript of 10<sup>th</sup> standard, Plus 2 and Degree. (The degree holders from outside states should produce an equivalency certificate).
- 5) TC from the Head of the Institution last studied.
- 6) Community Certificate obtained from a Revenue Officer not below the rank of a Village Officer in the case of SC/ST candidates.

## REJECTION OF APPLICATION AND DISQUALIFICATION OF CANDIDATES

Applications found defective or incomplete in any manner are liable to be summarily rejected. Hence take utmost care while filling the online application form. Applicants who attempt to canvas or influence the members of the Selection Committee directly or otherwise will be disqualified.

## 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 is based on the score secured in the KMAT/CAT/CMAT and the Group Discussion and Personal Interview to be conducted by KAU. All candidates should possess 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 at least three years' experience as on date of application.

The candidates will be ranked according to the following criteria\*:

Sl. No.	Criteria	Weightage (%)
1.	KMAT/CMAT/CAT Score	: 80
2.	Group Discussion (GD)	: 10
3.	Personal Interview (PI)	: 10
<b>Total</b>		<b>: 100</b>

*\*The above criteria are not applicable for ICAR and International candidates. Their eligibility will be as per ICAR and KAU norms.*

**Candidates will qualify for GD and PI only if they secure the prescribed cut-off score in KMAT/CMAT/CAT which will be decided and notified by the University before group discussion/interview. The list of eligible candidates will be published in the University website. All communications with respect to admission will be intimated only through email. The candidates must take utmost care in providing the correct email id and mobile number while filling the application form.**

The candidates must produce the original documents at the time of admission for verifying the information furnished in the application form.

## ORIGINAL DOCUMENTS TO BE PRODUCED & FEES TO BE PAID ON ADMISSION

- 1) Score card of KMAT/CMAT/CAT.
- 2) Proof of online payment of application fee.
- 3) Degree/Provisional Degree Certificate to prove the eligibility for admission.
- 4) Mark list/Transcript of 10<sup>th</sup> standard, Plus 2 and Degree. (The degree holders from outside states should produce equivalency certificate).
- 5) TC & Conduct Certificate from the Head of the Institution last studied).
- 6) Migration Certificate.
- 7) Original Aadhar Card.
- 8) Certificate to prove date of birth.

- 9) Community Certificate obtained from a Revenue Officer not below the rank of a Village Officer in the case of SC/ST candidates.
- 10) Nativity Certificate issued by Village Officer for candidates from Kerala and by the competent authority for candidates from other states.
- 11) Physical fitness certificate issued by a Government Medical Officer not below the rank of an Assistant Surgeon.
- 12) Fee Rs. 36,605/- for general candidates and Rs.11,605/- for SC/ST candidates.
- 13) Students from outside Kerala should also remit a special caution deposit of Rs. 3,000/- (refundable).
- 14) Contribution to PTA fund of Rs.1,000/- and Placement Fund of Rs.5,000/- shall be paid at the time of Admission.
- 15) Hostel fees of Rs. 5,200/-. Mess advance and Establishment Charges notified by the respective hostels to be paid at the time of joining the hostels.
- 16) One self-attested copy of the certificates mentioned in (3), (4), (8), & (9) above.
- 17) Candidates who have passed the qualifying examination from University outside Kerala should produce a Certificate from the Head of Institution to the effect that the said University is recognised by the ICAR/ UGC/AICTE.
- 18) In-service candidates should produce a 'No Objection Certificate' and "Experience Certificate" obtained from their controlling officer.

### FEE STRUCTURE

The fee structure of MBA (Agribusiness Management) programme is as follows:

#### (a) Course Fee:

Sl. No	Description of Fee	1 <sup>st</sup> Semester (Rs)	2 <sup>nd</sup> Semester (Rs)	3 <sup>rd</sup> Semester (Rs)	4 <sup>th</sup> Semester (Rs)
1	Admission fee	5,000	....	.....	.....
2	College Caution Deposit	2,500	....	.....	.....
3	Tuition Fee	25,000	25,000	25,000	25,000
4	Library Fee	800	800	800	800
5	Medical inspection fee	160	160	160	160
6	Stationary fee	480	480	480	480
7	Annual subscription Fee of Kalpadhenu Magazine	125	.....	.....	....
8	Sports/Athletic fee	320	320	320	320
9	Association fee	160	160	160	160
10	Magazine fee	160	160	160	160
11	University Union fee	400	400	400	400
12	Exam fee	1,500	1,500	1,500	2,000
13	Degree Certificate	....	....	.....	2,400*
14	Provisional Degree Certificate	.....	....	....	320*
15	Transcript	....	....	.....	480*
<b>Total</b>		<b>36,605</b>	<b>28,980</b>	<b>28,980</b>	<b>32,680</b>

\*Subject to revision every year

**Note:** 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	Rent & Water (per semester)	1200
3	Hostel Caution Deposit (one time) (refundable)	3000
4	Other miscellaneous charges (per semester)	500
<b>Total</b>		<b>5,200</b>

**Note:** In addition to the above fees, mess advance and hostel establishment charges for the semester as decided by the Assistant Warden concerned must be paid to the Hostel at the time of admission. Electricity charges will be collected as per the University orders issued from time to time.

**(c) Contribution to PTA**

A onetime contribution of Rs. 1,000/- (Rupees One Thousand only) must be paid in lump sum at the time of admission.

**(d) Contribution to Placement Cell**

A onetime contribution of Rs.5,000/- (Rupees Five Thousand only) must be paid in lump sum at the time of admission.

**(e) Expenses towards Uniform**

The expense towards uniform shall be intimated to the students within two weeks of the admission.

**Note:** The Tuition fees, Contribution to PTA and Contribution to Placement Fund remitted by a student will be forfeited to the University if he/she after taking admission discontinues the course permanently with or without permission after the closure of admission by the University.

**CREDIT DISTRIBUTION OF THE PROGRAMME**

Particulars	Credits Per Semester
<b>Semester I</b>	
1. Foundation Courses	19
<b>Semester II</b>	
1. General Management Courses	21
2. Work Experience Programme - Minor Project Work	05
<b>Semester III</b>	
1. Functional Management Courses	05
2. Functional Elective Courses	16
<b>Semester IV</b>	
1. Advanced Management Courses	09
2. Management Experience Programme - Major Project Work	09
<b>TOTAL</b>	<b>84</b>

**FACULTY OF THE PROGRAMME**

The faculty is cherry-picked to ensure a harmonious blend of expertise, experience, values, and empathy for the mentees. The programme will be anchored by a team of excellent and experienced Core Faculty chosen from different teaching institutions of the University and Guest Faculty drawn from a spectrum of Industries, Agribusiness corporate and Premier Management Institutes.

## **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 & 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 Classroom Segment and Field Segment. The Classroom Segment covers eight General Management Courses, which are compulsory. 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 must submit a project report after thorough study under the guidance of a faculty. A Board constituted by the Director will evaluate the project reports. The composition of the Board shall be the project guide, one external examiner and the Director, MBA (Agribusiness Management). There will be a break of 30 days after the second semester.

### **Semester III**

The third semester will have two segments, viz., Core segment and Elective Segment. The Core Segment contains two compulsory courses for a total credit load of 5 (Five). The Elective Segment has three major groups. Under this segment the students have to select courses for a maximum of 16 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 Classroom Segment and the Field Segment. In the Classroom Segment, four Advanced Management Courses will be offered. In the Field Segment, which is called Management Experience Programme (MEP), the students should do a major project work in their area of specialization for a period of two months within the semester and they must submit a project report after thorough study under the guidance of an approved faculty. If the student pursues to undertake the project report in an institution, such institution 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 organisation.

### **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 student has shortage of attendance in any course in any semester, he or she shall not be allowed to appear for final examination of that course. 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 student for his/her absence in classes.

## **Discontinuance of Course**

The tuition fees, contribution to PTA and contribution to placement fund remitted by a student will be forfeited to the University if he/she discontinues the course permanently with or without permission after the closure of admission by the University. (Clause 11 of Regulations for MBA (ABM) programme 2020). Besides, a student who discontinues the programme permanently after the closure of admission should remit Rs. 50,000/- (Fifty thousand only) as liquidation damage to the University.

## **MANPOWER DEMAND AND EMPLOYMENT POTENTIAL**

The MBA holders have very good employment opportunities in organisations engaged in the following domains viz., Food Processing, Oil Extraction and Seed Production, Hi-tech Horticulture and Floriculture, Dairying & Animal Husbandry, Poultry and Sea Food Production, Meat and Meat Products, Agrochemicals, Argo-Machinery, Fertilizers and Pesticides. Sugar and Biofuels, 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.

## **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 organising industry/farm exposure visits and capacity building programmes to hone the soft skills and enhance the employability of the students.

## **OUR MAJOR RECRUITERS**

- Amul
- ITC Limited
- Rubber Board
- Spices Board
- Indocert
- Plantrich Ltd
- IPL Biologicals Ltd.
- Godrej Agrovet. Ltd.
- Plant Lipids
- Synthite Industries Limited.
- Big Basket
- Tropical Agro System
- Nedspice Processing India Ltd.
- Reliance Retail Ltd.
- Hotpack Global
- Plantrich Agritech Pvt. Ltd.
- Harrisons Malayalam (HML) Ltd.
- Amazon India
- Pantaloon Group of Companies
- Aditya Birla Group of Companies.
- Kitex Garments Ltd.
- Growcoms Pvt. Ltd
- Dhanlaxmi Bank Ltd.
- NABFINS
- IDBI Bank Ltd.
- Federal Bank Ltd.
- HDFC Bank Ltd.
- AXIS Bank Ltd.
- ICICI Bank Ltd.
- Manapuram Finance Pvt Ltd.
- Royal Bank of Scotland
- Catholic Syrian Bank Ltd.
- ESAF Small Finance Bank Ltd.
- Sundaram Finance 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. All announcements, including eligible list, declaration of result, Rank List, Counseling Schedule, General Notices, etc., will be available on Internet at KAU websites [www.admission.kau.in](http://www.admission.kau.in) and [www.kau.in](http://www.kau.in) . Candidates are advised in their own interest to remain in touch with the website.**
- **Complaints, if any, regarding the eligible list/rank list of candidates published by KAU at various stages of admission, the candidate should report the matter to KAU within the stipulated time specified on the website / in the published lists concerned. Further claims won't be entertained under any circumstances.**
- **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  
27-03-2023

**Dr.S.Gopakumar**  
**Director of Education**

**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 -680656. Ph: 0487-2438519, 0487-2438530 (log on: [www.admissions.kau.in](http://www.admissions.kau.in)/ [www.kau.in](http://www.kau.in))
2. **Dean**, College of Co-operation, Banking and Management, KAU P.O, Thrissur, Kerala - 680656. Ph:0487-2438502.

**Tentative Time Schedule\***

1	Issue of Admission Notification	27-03-2023
2	Last date for submission of online application	05-05-2023
3	Publication of List of candidates eligible for GD & PI	11-05-2023
4	Group Discussion and Personal Interview	16-05-2023 & 17-05-2023
5	Publication of Final Select List	20-05-2023
6	Counselling & Admission	25-05-2023 & 26-05-2023
7	Date of Registration	15-06-2023

\* The time schedule may change in accordance with the decision of the University and the same will be updated in the University website.

**Dr.S.Gopakumar**  
**Director of Education**