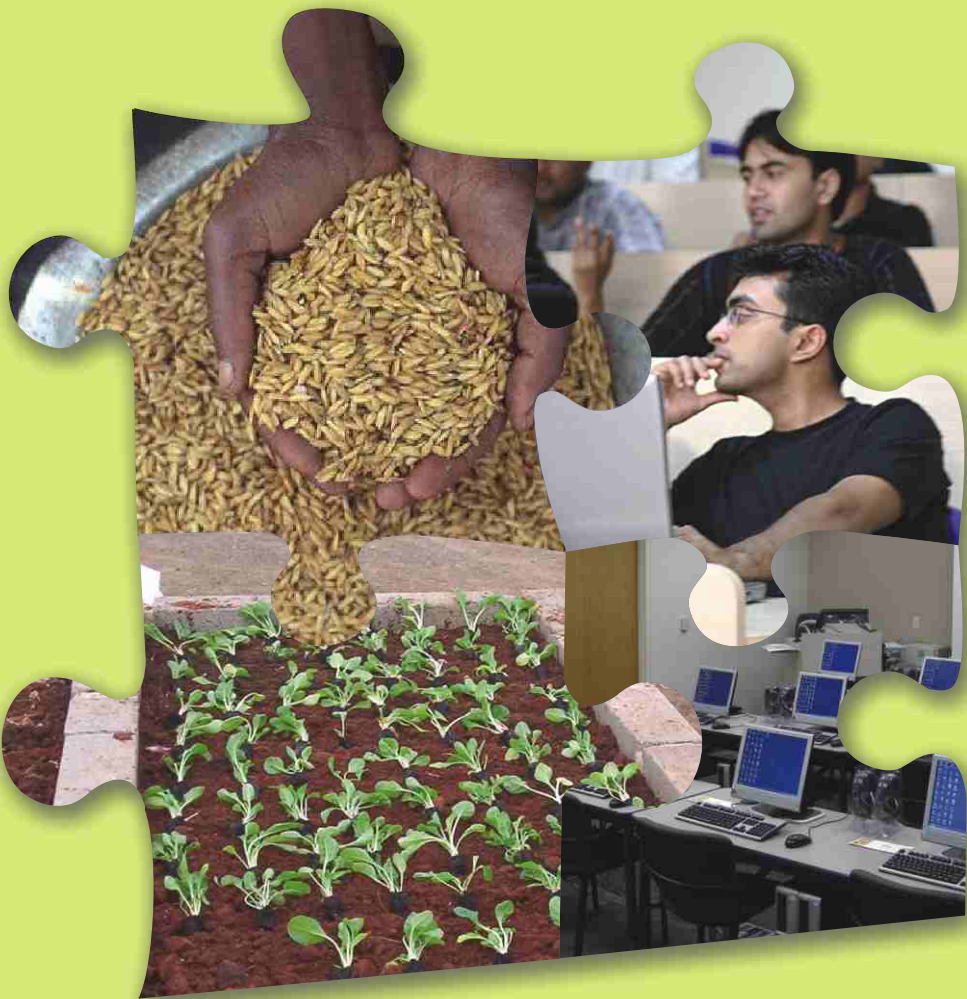


INFORMATION BROCHURE

# MBA

**AGRI-BUSINESS, 2010-11**

TWO-YEAR FULLY RESIDENTIAL POSTGRADUATE MANAGEMENT PROGRAMME



**RAJENDRA AGRICULTURAL UNIVERSITY, PUSA  
SAMASTIPUR-848 125 (BIHAR)**

## *From Vice-Chancellor's Desk*



Today the Indian agricultural sector is undergoing a structural transformation which can be described as "Industrialization of Agriculture".

Traditional and subsistence agriculture are changing into a commercial venture encompassing the whole gamut of activities from farming to retailing. The gradual transformation of agriculture into agribusiness helps revitalizing and strengthening distribution as well as retailing channels requiring value added products. This process develops effective and viable supply chain models for transformation of raw materials and components into various finished products to be delivered to the end customers. The private sector has identified it as a sunrise sector and has started investing in the value chain and is getting closer to the farmer.

The emerging avenues in retail, food processing, trade, agri-finance, warehousing, rural credit, rural development etc. demands efficient managers to shoulder responsibilities of diversified nature. Looking to these emerging areas, RAU, Pusa has designed the course of MBA (Agri-business) to provide an ideal learning environment, practical interaction with industry and adequate field exposure to enable young, enterprising agribusiness professional to meet the needs of growing industry.

Our endeavour is to make this programme not only challenging but also invigorating and enjoyable. Whether you are a recent graduate wishing to develop a career path or whether you are an experienced candidate returning to study, this course is for you.

My best wishes to all the young aspirants who are interested in pursuing the MBA (Agri-business) Programme for the academic session 2010-11.

**Dr. M.L. Choudhary**



# MBA (AGRI-BUSINESS) : 2010-11

## THE UNIVERSITY

Rajendra Agricultural University, Pusa, the lone Agricultural University of Bihar is one of the largest Agricultural University of the country by way of serving about 80 million population of the state out of which the livelihood of 90% households depend on agriculture only. The university was established on 3rd of December, 1970 at Pusa known as the motherland of Agriculture, education and research across the globe.

The mandate of the University is to undertake teaching, research and extension programme to generate knowledge, wealth and information base among the stake holders of education, research and farming.

There are seven faculties in the University in the disciplines of Agriculture, Veterinary and Animal sciences, Agricultural Engineering, Basic sciences and Humanities, Home Science, Dairy Technology and PGS besides college of agriculture, Fisheries and Horticulture. The University offers six undergraduate degree programmes, Thirty Three post graduate programmes and Eighteen Ph.D. programmes in various fields.

## MBA (AGRI-BUSINESS) PROGRAMME

MBA (Agri-business) degree programme has been launched by the Hon'ble Chief Minister, Sri Nitish Kumar on 22nd July, 2006 in the University during academic session 2006 - 07 with the sole mandate of generating professionally competent and socially responsible and technically qualified human capital with core management competencies having mission of becoming entrepreneurs and developing the capacity of managing Agribusiness enterprise.

## PROGRAMMES STRUCTURE

The MBA (Agri-business) degree programme is a 2 year fully residential spanning over four semesters. During the first year the programme will undertake teaching on core courses in the subject area of Agriculture, Marketing, Finance and Accounting, Communication, Legal Management, Human Resource Management, information Technology, Decision Sciences and Business Environment and Students are given a holistic view of general management covering all functional areas of management.

To have hands on experience in application of management theories, rural project work, and summer training are planned for their understanding of the field realities, having exposure of application of knowledge with the output of preparing a report is a integral part of the programme. During the second year optional and elective package of course will be offered for the specialization in subject area of interest in third semester and in their final semester they will be attached to industry for rigorous training.

## SEATS & RESERVATION POLICY

There are **30 seats** in MBA (Agri-business) degree programme. Allocation of Seats will be made as per Bihar reservation Act-16, 2003 (**Group wise roster**) schedule for admission to MBA (Agri-business) Programme 2010 2011.

| TOTAL | GR | SC | ST | EBC | BC | RCG |
|-------|----|----|----|-----|----|-----|
| 30    | 15 | 05 | 01 | 05  | 04 | —   |

NB from roster point 21 to 50, Needs be verified to by committee.

## ELIGIBILITY CRITERIA

Indian Nationals having Bachelor Degree in Agriculture, Agricultural Engg., Dairy Technology, Fisheries, Food Sciences/ Technology, Forestry, Horticulture,





## INFRASTRUCTURE

Separate good quality hostels with mess facility and internet connectivity are available for boy and girl students of MBA (Agri-business). Central Library facilities are available for use to the students. Facility of various indoor and outdoor games is available. All the colleges of the University have access to internet facility.

## FACULTY

### IN-HOUSE FACULTY

- ◆ **Dr. S.P. Singh**, Prof. & Chairman, Statistics, Math. and Computer Application & Programme Co-ordinator. Having experience of serving IIM, Lucknow as a faculty member for five years.
- ◆ **Dr. V.K. Shahi**, Dean, FBS&H, RAU, Pusa.
- ◆ **Dr. V.K. Choudhary**, Chairman, Agricultural Bio-technology and Molecular Biology, RAU, Pusa.
- ◆ **Dr. V.P. Singh**, Director Sugar Cane Research Institute RAU, Pusa.
- ◆ **Dr. K.N. Pathak**, Prof. & Chairman, Nematology, RAU, Pusa.
- ◆ **Dr. S.K. Varshaney**, Director, Seed and Farm, RAU, Pusa.
- ◆ **Dr. A.P. Singh**, Prof., Soil Science, RAU, Pusa.
- ◆ **Dr. J. Prasad**, Prof., Soil Science, RAU, Pusa.
- ◆ **Dr. P.K. Ray**, Prof., Horticulture, RAU, Pusa.
- ◆ **Dr. A.K. Singh**, Prof., Extension Education, RAU, Pusa.
- ◆ **Dr. Mukesh Kumar**, Assoc. Prof., Soil Science, RAU, Pusa.
- ◆ **Dr. A.K. Choudhary**, Assoc. Prof. (Economics), RAU, Pusa.
- ◆ **Prof. S.K. Jha**, Assoc. Prof., (Business Management), RAU, Pusa.
- ◆ **Mr. S.K. Sinha**, Asstt. Prof. (Mathematics), RAU, Pusa.
- ◆ **Dr. Mahesh Kumar**, Asstt. Professor (Statistics), Department of Statistics, Math. and Computer Application, RAU, Pusa.
- ◆ **Mrs. Nidhi**, Asstt. Professor (Statistics), Department of Statistics, Math. and Computer Application, RAU, Pusa.
- ◆ **Kumar Sanjeev**, Asstt. Professor (Com. Applications), Department of Statistics, Math. and Computer Application, RAU, Pusa.
- ◆ **Dr. Nilanjay**, Assistant Professor, (Plant Breeding & Genetics), RAU, Pusa.
- ◆ **Dr. (Mrs) Rubi Rani**, Asstt. Prof., (Horticulture), RAU, Pusa.
- ◆ **Dr. Y. Singh**, Asstt. Prof., (Agronomy), RAU, Pusa.
- ◆ **Dr. Ashish Narain**, Asstt. Prof., (Plant Breeding and Genetics), RAU, Pusa.
- ◆ **Mrs. Sapana**, Asstt. Prof., (Agronomy), RAU, Pusa.

### GUEST FACULTY

- ◆ **Ms. Chandana Jha**, MBA.
- ◆ **Md. Sahwaz Alam**, MCA.

### VISITING FACULTY

- ◆ **Dr. S.C. Rai**, Ph.D. (IPR Laws), Assistant Prof., Legal Management, Chankya National law University, Patna.
- ◆ **Mr. P.N. Sinha**, PGDBM, Guest Faculty of ICFAI, Muzaffarpur.

## STUDENT EXPOSURE

In an endeavor to expose students to practical and field situations, they are taken to various institutions, factories and agricultural fields. Interaction with progressive farmers, marketing personal of various agri-input manufacturers and other agricultural experts are also arranged regularly.



## PLACEMENT

It is a matter of great satisfaction that placement record is 100 percent and all the students of previous three batches of MBA (Agri-Business) has successfully been placed with reputed companies.

Organisations in which students are placed are:

- BASF
- Syngenta Pvt. Ltd.
- NBHSC
- CAPART
- Sudha Shakti Pvt. Ltd.
- Crystal Phosphates Pvt. Ltd.
- Punjab National Bank
- Dhanuka Agritech
- Basix
- Canara Bank
- Aga Khan Foundation
- Godrej Hi-care
- Devgen Seed
- C.P. Seeds
- Jeevika

A 100% Placement for students of our previous batches make us proud.



## IMPORTANT DATES

### MBA (Agri-Business) Programme, 2010-11

- |  |   |
|--|---|
| • Sale of Application form and Prospectus :                | 1st April 2010 to 30th April 2010                     |
| • Last date for Submission of filled in Application form : | 5th May 2010  |
| • Issue of Admit Card :                                    | 30th May 2010   |
| • Issue of Duplicate Admit Card (Last date) :              | 19th June 2010  |
| • Date, Time and Venue of Examination :                    | 20 June 2010<br>(10.30 a.m. to 01.00 p.m.), RAU, Pusa |
| • Group Discussion :                                       | 27th June 2010 (10.30 a.m.), RAU, Pusa                |
| • Publication of Final Merit List :                        | 8th July 2010   |
| • Date, Time and Venue of Counselling :                    | 14th July 2010 ( 10.00 a.m.), RAU, Pusa               |
| • Admission of Selected Candidates :                       | 20th July 2010  |

For any query/information, please contact:

REGISTRAR, RAJENDRA AGRICULTURAL UNIVERSITY, PUSA, SAMASTIPUR-848 125 (BIHAR)  
MOB.: 094318 34069 • TEL.: 06274-240239, 240277 • E-MAIL: registrar@gmail.com

WEBSITE: [www.rauabm.org.in](http://www.rauabm.org.in) / [www.pusaversity.org.in](http://www.pusaversity.org.in)