

# **Birsa Agricultural University, Ranchi**

## **MBA (Agri-business) BROCHURE, 2021-22**

### **WORDS FROM THE VICE CHANCELLOR**

It is pleasure to introduce the Centre for Agribusiness Management which came into existence on 13<sup>th</sup> December 2007 in the premises of the Birsa Agricultural University, Kanke, Ranchi.

India has made tremendous progress in agriculture and allied sectors after independence. In spite of such achievement, India is still a minor international player in Agribusiness. Indian agriculture can reach the next stage of development and become a major international player in Agribusiness markets, if it can overcome technology deficit, man power deficit and extension deficit. Centre for Agribusiness Management (CABM) of BAU was started to address the manpower deficit. The mission of CABM is to strive for transforming Indian Agriculture from a way of life into an enterprise.

Post-graduate Programme in management (MBA-Agribusiness) is two years Programme designated to provide on ideal learning environment, Practical interaction with industries/institutions, adequate field exposure to enable the development of a breed of young enterprising agribusiness Professionals to meet the growing needs of the industry.

Agribusiness students are provided intensive training in several focused areas such as, agribusiness finance, export/import management of agri-produce, food quality standard and their management, agribusiness marketing and international agribusiness.

The challenge before the agribusiness professionals is to accelerate the transition towards commercialization, diversification and globalization, and involve small holders effectively and genuinely in the process, sharing of benefits with them without compromising with the quality of natural resources.

Best wishes to our competent and dynamic professional in achieving excellence in the metamorphic growth of food and agriculture sector.

### **The University**

Birsa Agricultural University established on June 26, 1981 has completed 40 years of its existence. The University has four faculties i.e. Agriculture, Veterinary Sciences, Forestry and Post-Graduate studies and a College of Biotechnology. The University has the mandate to impart agricultural education, conduct research for improvement of agriculture & allied sectors in different agro-climatic zones and to transfer knowledge based information and technologies to

the farming communities for improved livelihood. Birsa Agricultural University is only University in Jharkhand to start management education in Agribusiness on self financed basis. The University offers Bachelor, Master's and Doctoral Programme in Agriculture, Veterinary and Forestry discipline. The College of Biotechnology offers Master's Degree Programme. The campus being away from the din and bustle of the city, is quiet and peaceful. Environment is conducive to stay and learning. Ranchi Agriculture College (Presently the Faculty of Agriculture) was established in 1955-56. The college has 13 Departments. This is a premier ICAR accredited institution for agricultural education & research in the country.

### **MBA Agribusiness Programme**

This is a new programme implemented in the University from 2007. The course focuses on creating manpower with domain knowledge of agricultural sciences and the concepts of business management to serve as professionals in agriculture, food industry and rural business. The students admitted have excellent exposure to agribusiness management and rural marketing by extensive interaction with the industry. Further, the students get opportunity to become professional with managerial skills, positive attitude and personality acceptable to industry and related sectors. There is an unprecedented demand of such qualified agribusiness professionals to competently manage the operation and drive the growth in agriculture & allied sectors.

### **Programme Structure**

This is a two-years full time Post-graduate Degree Course divided into four Semesters, summer placement and project work. The programme emphasizes on management skills like communication, decision-making leadership, discipline & team work.

### **Course Structure at a Glance MBA (Agri-business)**

#### Semester Wise Course Distribution

#### **Semester –I \***

Sl.No.	Course No.	Course Title	Credit Hrs.
1	ABM-500	Introduction to Agriculture & Allied Sectors	S/US
2	ABM-501	Principles of Management and Organizational Behavior	3 + 0
3	ABM-502	Agribusiness Environment & Policy	2 + 0
4	ABM-503	Managerial Economics	3 + 0
5	ABM-504	Managerial Accounting and Control	2 + 0
6	ABM-505	Communication for Management & Business	2 + 0
7	ABM-506	Business Laws and Ethics	2 + 0
8	ABM-507	Marketing Management	3 + 0
9	ABM-508	Human Resource Management	2 + 0
10	ABM-591	Seminar	1 + 0
		<b>Total Credit</b>	<b>20</b>

**Semester –II**

Sl.No.	Course No.	Course Title	Credit Hrs.
11	ABM-509	Financial Management	2 + 0
12	ABM-510	Production and Operations Management	2 + 0
13	ABM-511	Research Mythology In Business Management	3 + 0
14	ABM-512	Project Management and Entrepreneurship Development	2 + 0
15	ABM-513	Computer for Managers	2 + 0
16	ABM-514	Management Information System	2 + 0
17	ABM-515	Operations Research	2 + 0
18	ABM-526	International Trade & Sustainability Governance	2 + 0
19	ABM-532	Agril. Supply Chain Management	2 + 0
20	ABM-591	Seminar	1 + 0
21	ABM-595	Summer Training/Industrial attachment **	S/US
<b>Total Credit</b>			<b>20</b>

**Semester –III: Elective Courses \*\*\***

Sl.No.	Course No.	Course Title	Credit Hrs.
(A)		Compulsory Course (Minimum)	10 + 0
(B)		Optional Course (Minimum)	10 + 0
<b>Total Credit</b>			<b>20</b>

**(A) Compulsory Courses Minimum Credits Hrs. (10+0)**

Sl.No.	Course No.	Course Title	Credit Hrs.
22	ABM-516	Rural Marketing	2 + 0
23	ABM-517	Agricultural Marketing Management	2 + 0
24	ABM-521	Farm Business Management	2 + 0
25	ABM-527	Management of Agribusiness Co-operative	2 + 0
26	ABM-528	Agribusiness Financial Management	2 + 0
<b>Total Credit</b>			<b>10</b>

**(B) Optional Courses Minimum Credits Hrs. (10+0)**

**Farm Engineering**

Sl.No.	Course No.	Course Title	Credit Hrs.
27	ABM-518	Food Technology & Processing Management	2 + 0
28	ABM-519	Fertilizer Technology & Management	2 + 0
29	ABM-520	Management of Agro Chemical Industry	2 + 0
30	ABM-525	Farm Power & Machinery Management	2 + 0
31	ABM-535	Management of Floriculture & Landscaping	2 + 0
<b>Total Credit</b>			<b>10</b>

**Food Industry**

Sl.No.	Course No.	Course Title	Credit Hrs.
32	ABM-518	Food Technology & Processing Management	2 + 0
33	ABM-523	Technology Management for Livestock Products	2 + 0
34	ABM-524	Fruit Production & Post Harvest Management	2 + 0
35	ABM-529	Food Retail Management	2 + 0
36	ABM-531	Feed Business Management	2 + 0
<b>Total Credit</b>			<b>10</b>

**Horticulture Industry**

Sl.No.	Course No.	Course Title	Credit Hrs.
37	ABM-519	Fertilizer Technology Management	2 + 0
38	ABM-522	Seed Production Technology Management	2 + 0
39	ABM-524	Fruit Production & Post Harvest Management	2 + 0
40	ABM-530	Management of Agricultural Input Marketing	2 + 0
41	ABM-535	Management of Floriculture & Landscaping	2 + 0
<b>Total Credit</b>			<b>10</b>

**Input Supply Management**

Sl.No.	Course No.	Course Title	Credit Hrs.
42	ABM-519	Fertilizer Technology Management	2 + 0
43	ABM-520	Management of Agro Chemical Industry	2 + 0
44	ABM-522	Seed Production Technology Management	2 + 0
45	ABM-525	Farm Power & Machinery Management	2 + 0
46	ABM-531	Feed Business Management	2 + 0
<b>Total Credit</b>			<b>10</b>

**Livestock Industry**

Sl.No.	Course No.	Course Title	Credit Hrs.
47	ABM-518	Food Technology & Processing Management	2 + 0
48	ABM-523	Technology Management for Livestock Products	2 + 0
49	ABM-531	Feed Business Management	2 + 0
50	ABM-533	Management of Veterinary Hospital	2 + 0
51	ABM-534	Poultry & Hatchery Management	2 + 0
<b>Total Credit</b>			<b>10</b>

**Semester –IV**

Sl.No.	Course No.	Course Title	Credit Hrs.
52	ABM-600	Project Work	0 + 10
<b>Total Credit</b>			<b>70</b>

- \* The bifurcation of credit hours in theory, practical, tutorials etc. will be as per the need of the course. In the courses where practical are not provided/possible, tutorials will be required (1 to 2 contact hours) depending on the course need to take care of case discussions/presentations/role plays/business games.
- \*\* To be completed in companies after the completion of 1<sup>st</sup> year (6-8 weeks) duration.
- \*\*\* Elective courses will offered to the students in 2<sup>nd</sup> year of the programme, subject to minimum of 10 credits and maximum 20 credits.

### Eligibility Criteria

Bachelor’s degree in Agriculture, Veterinary Sciences and Animal Husbandry, Forestry, Horticulture, Dairy Technology, Agricultural Engineering, Home Science, Fisheries, Biotechnology, Biological Science & Food Processing/Technology will be eligible for the course. Candidates appearing for the qualifying examination may apply but completion of degree is required before Group Discussion and Interview. Candidates of SC & ST categories with 55% marks and candidates of all other categories with 60% marks are eligible. Candidates with good CAT score will be considered and be exempted from the written test.

### Admission Procedure

- The Application Forms, Admit Card (02 copies) and Prospectus can be downloaded from BAU website <http://www.bauranchi.org>. Duly filled in application form and 02 nos. copies of admit cards should be submitted along with all desired documents (Photo Copies) and processing fee (Non-refundable) amounting **Rs. 1000/-** in the form of Bank Draft from any nationalized Bank Payable to “**Comptroller, Birsa Agricultural University, Kanke, Ranchi – 834006**”. Processing fee paid in any other form will not be accepted.
- Application form complete in all respect along with the following documents should reach on or before **13.04.2022** to **Registrar, Birsa Agricultural University, Kanke, Ranchi – 834006** by **Registered/Speed post only. No application will be received by hand. Application received late/incomplete in any respect shall be rejected.**
- **Application Form & Documents required:**
  1. Duly filled in application form
  2. Duly filled in admit card (02 copies)
  3. Bank Draft
  4. Two self addressed and stamped (Rs. 25/-) envelope (size 23x10 cms).
  5. Self attested Xerox copies of :-
    - i. Transcript / Marks sheets/PDC of all Examinations.
    - ii. Character Certificate from Head of the institution last attended.
    - iii. Residential Certificate issued not below the position of civil S.D.O. (Civil)/CO of district/employee concern for claim of seats of Jharkhand.
    - iv. Caste Certificate (if applicable) issued by appropriate i.e. not below the S.D.O. (Civil).
    - v. Any other relevant documents.

Admission will be on the basis of All India Entrance Test, to be conducted by the Birsa Agricultural University, Ranchi at Ranchi Centre only. Selection will be made on the basis of marks obtained by the candidate in written test, group discussion and interview to be conducted for 200 marks as details below. The duration of written test will be of two hours thirty minute. The applications received late or incomplete in any respect will not be entertained. The processing charges shall not be refunded in any case.

Sl.No.	Name of the Test	Marks
<b>A. Written Test</b>		
i.	English Language Comprehension .	35
ii.	Mathematical Ability (10 <sup>th</sup> Standard)	35
iii.	Data Understanding and ability (understanding of graphs, tables etc.)	35
iv.	Agriculture and allied Sciences	35
<b>Total (A)</b>		<b>140</b>
<b>B.</b>	<b>Group Discussion</b>	<b>40</b>
<b>C.</b>	<b>Interview</b>	<b>20</b>
<b>Total Full Marks (A+B+C)</b>		<b>200</b>

There will be no negative marking.

Candidates called for admission will be required to bring the following documents:

- Original and one set of attested photocopy of all certificates and statement of marks.
- Certificate of Caste, wherever applicable to support the category.
- Certificate of residence of Jharkhand wherever applicable.

**Seats and reservation policy**

There are 40 seats in MBA (Agribusiness) Post-graduate degree programme. Out of which 50% seats are reserved for the residents of Jharkhand. Reservation policy of the State Government shall be applicable.

**Fee Structure**

Two years self financed programme in 4 semesters :

**I. Programme fee**

Rs. 35,000/- each semester for all students.

**II. Semester fee (for each semester) as detailed below :-**

Sl.No	Items	Students General Category	SC/ST	OBC
1	Admission	1,000	1,000	1,000
2	Tuition Fee	1,500	-	-
3	Computer/Internet/Lab. Fee	2,000	2,000	2,000
4	Examination Fee	750	-	750
5	Library Fee	500	500	500
6	Medical Fee	200	200	200
7	Games & Sports Fee	200	200	200
8	Extra-Curricular Fee	200	200	200
9	Hostel Seat Rent	500	500	500
10	Bus Fare	300	300	300
11	<b>Total for each Semester</b>	7,150	4,900	5,650
12	Caution Money (one time) *	2,000	2,000	2,000

\* Refundable after deduction, if any

Programme Fee & semester fee must be paid through Demand Draft in favour of  
**“Comptroller, Birsa Agricultural University”, payable at Ranchi.”**

### Faculty

The CABM has a team of well qualified and committed faculty members with a blend of industry experience and academic excellence to impart teaching. A team of core faculty members have been constituted for providing support to high quality teaching and learning environment.

Sl. No.	Faculty Members	Qualification
01.	Dr. S.K. Pal, Dean, Agriculture	Ph. D. (Agronomy)
02.	Dr. Niva Bara, Director, CABM	Ph.D. (Extension Education)
03.	Dr. B.K.Jha	Ph.D. (Extension Education)
04.	Dr. S. Karmakar	Ph. D. (Agronomy)
05.	Dr. C.S.Singh	Ph.D. (Agronomy)
06.	Dr. Arvind Kumar Singh	Ph.D. (Agronomy)
07.	Dr. Ashok Kumar Singh	Ph. D. (Agronomy)
08.	Dr. Sheela Barla	Ph. D. (Agronomy)
09.	Dr. R.P. Manjhi	Ph.D. (Agronomy)
10.	Dr. Birendra Kumar	Ph.D. (Agronomy)
11.	Dr. Md. Parwaj Alam	Ph.D. (Agronomy)
12.	Dr. Md. Naiyar Ali	Ph.D. (Agronomy)
13.	Dr. P.Mahapatra	Ph.D. (SSAC)
14.	Dr. Arvind Kumar	Ph. D. (SSAC)
15.	Dr. Shashi Bhushan Kumar	Ph. D. (SSAC)
16.	Dr. Asha Kumari Sinha	Ph. D. (SSAC)
17.	Dr. P.K.Singh	Ph. D. (Entomology)
18.	Dr. I.A.Ansari	Ph. D. (Agril. Engineering)
19.	Dr. Pramod Rai	Ph. D. (Agril. Engineering)
20.	Dr. Supriya Singh	Ph. D. (Seed Technology)
21.	Dr. S. Sengupta	Ph. D. (Horticulture)
22.	Dr. Sanyat Mishra	Ph. D. (Horticulture)
23.	Dr. H.C. Lal	Ph. D. (Plant Pathology)
24.	Dr. M. K.Barnwal	Ph. D. (Plant Pathology)
25.	Dr. Niraj Kumar	Ph. D (G.P.B)
26.	Dr. Surya Prakash	Ph. D (G.P.B)
27.	Dr. C.S. Mahto	Ph. D (G.P.B)
28.	Dr. Shashi Kiran Tirkey	Ph. D (G.P.B)
29.	Dr. Kerobim Lakra	Ph. D (Agricultural Economics)
30.	Dr. Subodh Kumar Sinha	Ph. D. (Animal Nutrition)

### GUEST FACULTY

30.	Dr. Hari Haran	B.Tech, MBA, Ph.D
31.	Dr. R.P.Singh	Ph. D. (Agricultural Economics)
32.	Dr. V.Dhar	Ph. D. (Agricultural Statistics)
33.	Dr. Taposh Ghoshal	MBA, Ph. D.

34.	Dr. Surbhi Srivastava	M.Com, MBA, Ph.D.
35.	Dr. Suhani Gupta	MBA, Ph.D.
36.	Mr. Sajal Kumar	MCA
37.	Mrs. Lopa Mudra	B.Tech, MBA
38.	Mr. Ajit Kumar Sinha	B.Tech, MBA, LLB
39.	Mr. Birendra Trivedi	B.Sc. , MBA
40.	Mrs. Vandana Sahu	Ph. D. (Psychology)
41.	Mrs. Archana Sinha	MBA (RD) PGDESD, PGDT& D
42.	Mr. B. M. Prasad	PGDBM
43.	Mrs. Maya Singh	MBA
44.	Mr. Siddharth Jaiswal	MBA (IIM, Ahmadabad)
45.	Mr. Chandra .Mouli Dhawala	MBA (Supply Chain)
46.	Mr. Vikas Sharma	M.Com, MBA,
47.	Mrs. Puja Amrit	MBA
48.	Dr. Shishir Dutta	MBA, Ph.D.

### **Agribusiness Orientation**

Students are exposed to experiential learning units for practical orientation towards agribusiness. Some of such units established in the University are:

Plant Health Clinic	Seed Science Lab.
Bio – Control Lab	Bio-fertilizer Production Centre
Goatry Unit	
Soil Testing Lab	Agro Meteorology Centre
Fruit and Vegetable Processing Unit	Farm Implements and Machinery Unit
Poultry Processing Unit	Precision Farming Development Centre
Medicinal and Aromatic Plants Garden	Audio-Visual and Communication Lab
Instructional Mushroom Unit	Biotechnology Centre

### **Andanagogical Learning**

Andanagogical learning at CABM is directed towards self actualization, gaining experience and problem solving. Adequate importance is given to class room learning, course studies, summer training, project work, practical training and study tour for a well balanced simulation in the development of knowledge, attitude, skill and analytical mind.

### **Discipline**

The University puts very high emphasis on students inside and outside the campus and believes that disciplined students hold the image of the organization. An excellent image of the college is a very strong component in attracting potential employers to recruit and select the pass out students. Students are required to get two sets of uniform and wear the uniform in all official movements including classes.



### **Employability Development Cell (EDC)**

The cell functions for the students of Agribusiness, Activities are organized to make the students Industry Ready or 'Employment Ready': Personality development classes are arranged for the students.

### **Counseling and Placement**

Attempt for placements of all students in different companies, Central and State Government and Banks are done for the students and many of them are being absorbed by Reliance, Tata Power, IFFCO, Gujarat Govt., Kalamandir, Cheminova, Seed Companies, Agristel, Pan Seeds, Dhan Foundation, Bayer India Ltd., MVFC, Om Chemical & Pesticides, Jharkhand State Livelihood Promotion Society, Pradan etc.

### **Medical**

Candidates must be physically fit and capable of doing hard and sincere work.

### **University rule**

Students of MBA Agribusiness programme will be guided by university rules and regulations. The University reserve the right to change the rules and regulation, the course structures and the fee from time to time.

### **Education loans**

Education loan is available from any Bank from the area of student's permanent residence & subject to the fulfillment of Bank norms.

### **Award of degree**

MBA Agribusiness degree will be awarded by the Birsa Agricultural University, Ranchi to eligible students.

### **Important dates**

1.	Last date of submission of filled application	13.04.2022
2.	Date of Entrance Test	To be notified
3.	Date of group discussion and Interview	To be notified
4.	Date of admission	To be notified

### **Infrastructure**

#### **Library**

The University has a Central Library/Faculty Libraries containing 71219 volume of books, encyclopedias and it subscribes to 100 periodicals and journals. Section Library of CABM also cater to the specific needs of MBA Students.

#### **Computer Lab**

Students are provided with computer and internet facilities.

### **Hostel**

Hostel facilities are available in the Campus.

Separate hostel is available for girls and boys.

### **Co-curricular activities**

Students are encouraged to participate in quiz, debate and essay writing competition besides active participation in seminar/symposia and workshop. The National Service Scheme provides opportunity to understand social problems and organize social work beneficial to public life.

### **Extra Curricular activities**

The University nurtures an environment of overall and healthy development of students by organizing various events such as sports and games both indoor and outdoor.

### **From Dean's Desk**

The Agribusiness Management (ABM) program focuses on system-wide business and managerial functions performed by organizations throughout the agribusiness sector. Agribusiness describes all economic activities that involve the distribution and or transformation of the raw materials that are from agricultural sector and non-agricultural sector; whose final products could be used for agricultural purposes and Agro-allied enterprise. With little focus on development of managerial skills, in the undergraduate curriculum, our young agricultural graduates find it difficult to function effectively as managers in Agril-Business firms, which have emerged as their most important employers. Post Graduate Degree in Management (Agril Business Management) is response to this situation. The programme aims at enabling meritorious agricultural graduates acquire the critical competencies to function as effective Agri-business managers. The excellent response from leading India and multinational Agribusiness companies in placement of students as management trainees, and their interest in assigning summer projects to them, fully validates the launching of the programme. On completion of the programme, successful candidates are awarded with the Post Graduate Degree in Management (Agri-business Management). This programme in the University was launched in 2007 and around 105 students successfully completed their degrees, most of them are placed at various Agro-Industries.

The course focuses on creating manpower with domain knowledge of agricultural sciences and the concepts of business management to serve as professionals in agriculture, food industry and

rural business. The students admitted will have excellent exposure to agribusiness management and rural marketing by extensive interaction with the industry. Further, the student get opportunity to become professional with managerial skills, positive attitude and a personality acceptable by industry and related sectors. There is an unprecedented demand of such qualified agribusiness professionals to competently manage the operation and drive the growth in agriculture & allied sectors.

**Director Speaks**

Dear parents & prospective students I feel delighted in introducing you all the Center for Agribusiness Management and welcome you to this esteemed institution.

Centre for Agribusiness Management encourages a collaborative spirit, with different personalities and diverse mindsets. We are committed to impart quality education and development of personal values with social concerns. Academic programmes are designed to meet the emerging requirements of Agri-business sectors, dynamics, challenges and opportunities in the global context. It develops adequate conceptual base and analytical skills in students who can shape the destiny of agribusiness with competence and dedication.

Agro-industrial attachment and summer internship provide opportunities to the students to apply their knowledge and skill in real life work situation. CABM mould the students into corporate leaders and agri-business professionals who will not just make a difference to the organization but will also serve the farming community. We won't just quench the thirst of knowledge rather inspire and nurture the stamina in the students to actualize their potential.

My best wishes to students in their quest for excellence.

**Contacts for more details:**

- 1. Registrar - 09934270068
- 2. Dy. Registrar (Exam.) - 09431353240
- 3. Dy. Registrar (Acad.) - 09431580008
- 4. Dean, Agriculture - 0651-2450626