



ASSAM RAJIV GANDHI UNIVERSITY OF COOPERATIVE MANAGEMENT
Building capacity for the growth of cooperatives

(A State University/ Recognised by UGC)

PROSPECTUS
2016-17



COURSES AVAILABLE:

- *Bachelor of Business Administration (BBA)*
- *Master of Business Administration (MBA, Dual Specialisation)*

Estd. Under
ASSAM RAJIV GANDHI UNIVERSITY OF COOPERATIVE MANAGEMENT ACT, 2010.
(Received assent of the Governor on August 31, 2010.)
UGC recognition vide no.F9-21/2011 (CPP-1/PU) dated Feb 27, 2012

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THE LOGO



Assam Rajiv Gandhi
**University of Cooperative
Management**
Building capacity for the growth of cooperatives

Design Concept

The logo has been designed considering various aspects of the University, its vision, objectives, characteristics, stakeholders, infrastructure, environment, location, globe and national interest. The concepts are at multiple folds, each signifying different aspects of the University. A balanced approach has been adopted to make the logo comprehensible to various sections of the population. It is direct and philosophical.

Honey Bee

The fundamental design philosophy of the logo is based on the honey bees, one of the natural species which work like a cooperative society. Honey bees are regarded as social and cooperative insects. They have remarkable characteristics and are known for its hard work, team spirit, organized structure and efficiency. Honey bees constantly work together as a team to generate productive output – honey. The beewax is also considered to be useful output of the bees. Honey bee produces a golden product through an enterprise from pollen grain along with a by-product wax. This symbolises the University's philosophy to produce entrepreneurs to establish enterprise to serve society on their strength. The basic characteristic of the honey bees metaphorically reflects the nature of the University vis-a-vis cooperative movement. The University draws parallel to the functioning of the honey bee network in an organized and cooperative pattern. The overall and central hexagonal form of the logo is a visual representation of the honey bee system.

The core concept stems from the visual pattern of their honey comb structure.

Cooperative System

The hands holding each other in a hexagonal form directly communicates the idea of cooperative movement and team effort. The six hands is a reflection of six inhabitant continents coming together. The hands also create a visual frame as in a framework for education, training and research.

The window of knowledge

The hands form a hexagonal window showing the sunrise and an open book, signifying window to the world of knowledge. An open book is a symbol of education that helps widening knowledge and learning. Sun is the primary source of energy and denotes several meaning in our culture. The rising sun portrays knowledge, progression and vitality. It also stands for guiding light, power, growth and strength. This signifies the philosophy of the University to create higher level of intellectuals, teachers, managers and professionals in the field of cooperative movement.

The North-East

The rising sun in the central hexagon connotes the North-east region where the sun rises first. It also subtly depicts the characteristics of the landscape prevalent in these regions, the hillocks and green fields.

Colours Scheme

The central colour theme represents the Indian tricolour. The use of green coloured book symbolises rural sector thus providing education at the grass root. The rising sun brings shine to this sector through education. The brown coloured hands connotes Indian race. Overall an earthy colour scheme adapted to symbolize the rural.

**As designed and scripted by Dr Udaya Kumar Dharmalingam, Dept. of Design, IIT-Guwahati.*

Message of the Vice Chancellor:



Assam Rajiv Gandhi University of Cooperative Management (ARGUCOM), Sivasagar, Assam is on its journey into fourth year of academic activity. By now, the university has opened BBA as UG and MBA as PG courses. In the coming year, in addition to BBA and MBA, the university is contemplating to open Masters in few job oriented courses depending on adequate response.

The road map and the academic architecture as prepared by IIM-Ahmedabad is sincerely followed by the university. This is to ensure creating excellence in the university. The following programmes are envisaged during 2016:

- i). UG-BBA (Cooperation): 10+2 students - 9 trimester
- ii). PG-MBA: Graduate – 6 trimester
And based on response
- iii). Masters in two specific programmes (yet to be decided)

There are few cutting edges in both UG and PG programmes in the university. UG students are required to go for an internship programme in the 5th or 6th trimester to study either a cooperative or a corporate. Each student is required to prepare an individual report. This is expected to generate lot of confidence among the students. MBA students are also supposed to do internship on similar lines. A student in MBA can pick up two specializations during the course.

Apart from these, students of UG/PG programme get exposure in modules like Cooperative Management/ Rural management and Entrepreneurship.

The university believes in dynamic model of the syllabus. As a result, the matrix of the syllabus can be enlarged by incorporation of new topics of interest. The university also engages resource persons of repute from outside the state to teach in specialized modules.

The first batch of BBA is going to complete their UG course in June, 2016. It is a matter of pride that eight (8) students have already got placed in ICICI Prudential as Unit Manager/Business Consultant and they are expected to join in July, 2016. Another micro-finance company is likely to pick up few students in near future. We are also trying to get few students absorbed in Cooperative sector.

The University is enlarging its network connectivity with important institutions. We are trying sincerely to establish a centre of UN studies in the university campus. This course if pursued by students and others will definitely enhance their employabilities.

ARGUCOM is a specialized university and as such its efforts are also innovative and result oriented. We emphasize on grassroot learning of students and not confined to bookish knowledge only.

Dr Rafiq Zaman, IAS (Rtd.)
Vice Chancellor, ARGUCOM

Preamble

Whereas it is expedient to establish and constitute a teaching and residential University in the State of Assam to secure to all the stakeholders of the Cooperative Movement, education for widening knowledge and learning, training for enhancing skills and managerial capacity, research for searching new innovative spheres, promotion for building cadres of professional managers and functionaries to man, organize, develop ever growing numbers of Cooperatives and to make efforts for all round development of Cooperative movement and rural economy and matters connected therewith or incidental therewith.

Vision

The Vision of the University is to be an Innovative, Growing, and Multi-disciplinary Institution of Learning committed to the principles of cooperation for socio-economic transformation with an international perspective and sensitivity to local needs.

Mission

The Mission statement of the University is to Initiate, Strengthen, and Sustain the cooperative movement, collective action and organizations that develop and sustain the society at large.

About Assam Rajiv Gandhi University of Cooperative Management

The Government of Assam in the year 2010 took an initiative to establish and constitute a teaching and residential University in the state of Assam to secure all the stakeholders of Cooperative Management, education for widening knowledge and learning, training for enhancing skill and managerial capacity, research for searching innovative spheres, promotion for building cadres of professional managers, functionaries to man, organize, develop ever growing numbers of cooperatives and to make efforts for all-round development

of co-operative movement and rural economy. The University Bill was passed by the Assam State Assembly in July, 2010. Subsequently, the Assam Rajiv Gandhi University of Cooperative Management Act, 2010 was notified in the official Assam Gazette on 7th September, 2010. UGC recognition vide no. F.9-21/2011 (CPP-1/PU) dated Feb 27, 2012

Four Pillars

The University stands on four pillars viz. education, research, training and promotion, shortly E RTP. The University will fulfil the needs of our youths, farmers, co-operators, officials i.e. regulators etc. in the cooperative sector. The University would endeavour to change the mindset of people to adhere to the principles of cooperatives to start enterprises for self-sufficiency.

Schools of ARGUCOM

Assam Rajiv Gandhi University of Cooperative Management has five Schools that functions.

a) School of Entrepreneurship and Management

The School of Entrepreneurship and Management aims at providing strong fundamental knowledge about the basics of Management. The school focuses on making the students capable to start an entrepreneurial venture. The curriculum of school is designed to inspire and change the mindsets of students from being job seekers to job creators. The school is developed on the mantra of 'learning through innovative pursuits'.

The School applies learning through experience, observation and understanding of the environment around. In doing so, the school takes the aid of various pedagogical tools and learning resources used innovatively, which include case studies, book reviews, movie-reviews, etc. This triggers the requisite food for thought for newer and newer ideas

that can be possible in the Indian business context from the eyes of an entrepreneur.

The three-year UG Programme-BBA (Cooperation) would provide a broad appreciation of management theory and practice from a number of different perspectives combined with specialist knowledge of entrepreneurship. It aims at placing entrepreneurship in a broad social and historical context, exploring the nature of the relationship between the entrepreneur and the society from which he or she emerges. Central themes of the courses include entrepreneurial behaviours, processes and skills and how these relate to new venture creation, corporate enterprise, social entrepreneurship and the management of small and medium-sized enterprises (SMEs).

To facilitate learning by observation and hands-on experience, the students would be exposed to in-course projects in courses like Entrepreneurship, Project Management etc. This would enable students to start entrepreneurial ventures on their own.

Classes have been so organised against each course in order to ensure balance in content delivery elements in the classroom like lectures, in-course projects, case studies, movie reviews and library assignments. In all, the Schools offer eighteen courses. Out of these, eight are fundamental courses while the remaining ten courses are application oriented.

The Term Project to be undertaken in the 6th trimester is an exhaustive attempt to enable the students to learn through observation. Each project would be centred on a co-operative to understand the functioning of cooperatives. The completion of the Term Project requires a mandatory submission of the report on the Project to be evaluated by a panel of experts for grading.

All functional areas in Management have been incorporated into the syllabi of the School. The flow of contents in each course has been intensive and complementary to the other courses. In addition, the courses have strong linkages to the other schools of the University.

b) School of Innovation and Technology

Innovation is one of the key drivers for value creation. Many Multi National Companies, Academic Institutions, and Government agencies have understood that the engine for future economic growth would come from innovation. As a result, they have already made huge investments in research to find a next breakthrough technology in information technology, nanotechnology, robotics, and many other areas. This indicates that the pace of technological progress will continue to increase in the future. Clearly, new technologies provide greater capabilities, but are more complex and difficult to learn. At the same time, the users are placing greater demand on technology producers to make them more usable and economical.

The School of Innovation and Technology is uniquely positioned to provide world-class education to students who want to become leaders and decision makers.

- i. Students would be introduced to the fundamentals of key technologies, how they are interlinked, and their impact on the society from the standpoint of businesses, consumers, government, and other institutions.
- ii. Team learning would be focused on interdisciplinary approaches. In addition to teaching, the members of the faculty will mentor and advise students in their career planning.
- iii. Experiential learning has been integrated into the Programme. Students will learn not only case studies, but also through field based interaction and experience.
- iv. ARGUCOM already has a strong network of companies, government agencies, and other leading academic institutions. By leveraging this network and other resources, our students should be able to start a career in innovation and technology management.

c) School of Public Policy and Law

The School of Public Policy and Law offers an intensive and comprehensive course on Law and Public Policy. The course examines the law, institutions, and norms that regulate the structure of government, the processes of governmental decision-making, and the substantive policies that order the relationship between government and the citizenry. The required course in Constitutional Law is essential to almost all areas of practice and career interests. The course is designed in a way so as to develop an understanding of the relationship between law and the analysis and implementation of public policy. The program also provides knowledge of objectives associated with public policy and of appropriate methodological approaches to analysing the social and economic effects of reforms.

Students choosing this track will therefore be introduced to the policy-making system, learn to formulate, analyze, and evaluate policies. Implementation, sometimes called the hidden chapter in public policy, will be explored primarily using case studies describing the practical realities of what happens after a statute is passed, a regulation is issued, a court decision is handed down, or a public or non profit agency decides on a course of action. The cases will be drawn primarily from areas such as education, health care, housing and economic development. Class discussions and related exercises will emphasize students' ability to frame the salient policy and implementation challenges, identify the strengths and weaknesses of potential solutions, and present and defend their recommendations to decision makers (e.g., legislators, agency officials, and judges).

d) School of Culture and Media

Communication is an individual as well as a social need. We communicate verbally, non-verbally and through written forms. It is of utmost importance if we want to disseminate our ideas and conduct business. One miscommunication may spoil the entire

transaction or stop business in between. Sometimes due to our lack of knowledge about the technicalities of communication we end up sending the unintended message and facing the most unexpected situations. Thus, learning the nuances of communication for a business student or business enthusiast is of utmost importance. A manager or entrepreneur must be an effective communicator and it is towards realization of this goal that she must learn about communication, its nuances, when and how to apply it.

The need for mass communication arises for expanding the ideas and business proposals and reaching to a wider mass and audience. To meet this one has to take recourse to various forms of media and mass communication.

Likewise the knowledge of culture and history is imperative for setting up a business venture in a particular place. New projects can be effective and gain speedy acceptance if it is grounded on the prevalent customs and traditions of the place or supported by historical lineage. The milk cooperative movement was successful in Gujarat because it already had a culture of cattle rearing and milk production. Here culture and history would not be studied from the cultural studies perspective. It is only intended to be a study of the traditions, customs, and socio-political lineage of India in general and Northeast in specific. The curriculum would try to relate those topics in beginning a business venture.

The course designed for the BBA (Cooperation) students from the School of Culture and Media not only has topics from communication and media but also tries to give some input of culture and English for effective use of the communication tools to be used for forwarding their business ventures as entrepreneurs.

The course aims to acquaint with the importance of culture and history and its relevance in forwarding any business venture and to help understand communication and media and how it affects businesses. They would also gain practical knowledge and usage of various media strategies and tools and their application. The course aims to be an application centric one in which they will learn

to design advertisements and also write news report or press release for publicity purposes. They will learn about brand building and its effective use in forwarding their specific ventures.

The course will also cover the customs, traditions, livelihood pattern, history and heritage, knowledge of which helps not only in new business ventures but also to sustain them in the long run. The school will use various teaching tools like lectures, classroom presentations, library work, discussions and debates, assignments, lab practical and case studies as well as audio/video tools.

e) **School of Ecology and Sustenance**

The School of Ecology and Sustenance aims at familiarising the students with the environment around. The school focuses on the context of association between ecosystems and culture and livelihood patterns. The courses in the school are designed in the context of growth of cooperatives against the backdrop of the basic desire of individuals to sustain the struggle for existence. In the process of managing to survive, the need for formation of cooperatives and their sustenance are explored.

Facilities at ARGUCOM

- a) **Accommodation:** The University will try to provide separate hostel facilities for boys and girls. All students are expected to reside in the allotted University hostels. Only with permission of Vice Chancellor, a student may reside outside the hostel. In case of shortage of seats in hostel, students may be required to arrange their own accommodation in private hostel in the town.
- b) **Medical:** The University will tie up with the Sivasagar Civil hospital to meet the medical need of the students. Any emergency case may be referred to Assam Medical College, Dibrugarh or Jorhat Medical College, Jorhat.
- c) **Laboratory and internet:** The University has a well equipped

computer lab. Internet facility would soon be available and the University campus would also be covered by Wi-Fi.

- d) **University Library:** The University is also striving to stock a reasonable number of books in the library. Books relating to the various schools have already been purchased. The library will also take online subscriptions from various sites for e-resources.
- e) **Scholarships:** The University would try to facilitate various state and central government sponsored scholarships for the students and also scholarships provided by various government and semi government organisations like AICTE, NEC, etc.
- f) **Co-curricular and Extra-curricular activities:** The University focuses on all round development of the students. Along with the daily curriculum, it would also be the concern of the University to encourage the students to excel in other areas of their interest. Sivasagar town lends a convenient hand to hone and fine tune the talents of the young students. Well built auditoriums, indoor stadiums, playgrounds and courts, gymnasium etc. are present at the nearby vicinity of the University and the university would facilitate for the students to make maximum use of these amenities during their stay here.
- g) **Loan from Gramin Bank:** Chairman, Assam Gramin Vikash Bank visited the University on November 21, 2014. He addressed the students and assured all round help not only for scholarships but also for setting up small enterprises by any entrepreneur.

Rules and Regulations at ARGUCOM

The students shall abide by the rules and regulations of the University as may be framed from time to time.

- a) **Dress Code:** Uniform dress code for students of BBA and MBA from session commencing July 2016 for all batches would be implemented.

b) **Ragging:** Ragging in any form is strictly prohibited in and outside the University campus. The students are expected to adhere to the norm as long as they are registered with the University. Strict disciplinary action would be taken against those found guilty of indulging in ragging. As per the directions of the Supreme Court of India, the students will submit an anti-ragging affidavit at the time of admission. (Sample form of affidavit is enclosed.)

c) **Class Attendance:** Students should attend all classroom lectures, discussions, library visits, institutional visits, etc. Students will not be permitted to remain absent from institutional visits and other activities of the University. Attendance of students would be assessed regularly. Students found short of attendance would be called for paying penalty and other disciplinary actions. Attendance in University is also a component for grade calculation of a student in a particular paper. Those students with 75% or more attendance would only be awarded additional grades.

d) **Assessment of students:** Each paper carry a total of 100 marks each. 70% of the marks is obtained from written examination (Mid-term examination & End-term examination) and 30% marks is taken from students' performances in various class assignments, quizzes, group discussions, presentations, participation in extra-curricular activities, attendance etc. Number of papers in a trimester may vary.

e) **Credit system:** The University has adopted the Choice Based Credit System (CBCS) in evaluating the performance of the students. A trimester carries an average of 15 credits distributed among various papers. The number of classes of particular paper in a trimester is divided by the number of working weeks to calculate the credit for the particular paper. In case of lectures, One hour class is equivalent to one credit and a two hour tutorial is equivalent to one credit.

The final grade point would be absolute and cumulative over the nine trimesters. A

student may score a maximum of O grade (90% and above), and the lowest being the F grade (less than 30%).

For examinations not held or similar contingencies arising out of acts of God or nature students may be required to appear for examinations again on dates notified by Examination cell or agree to similar decisions. Students will not have any objection to the same and they will be required to submit an undertaking to that effect after admission.

f) **Discipline in the University Campus:** Every student of the University should try to maintain integrity and set high standards of discipline. Possession and consumption of tobacco products and liquor is strictly prohibited in the University campus as well as in the hostels. Any student found consuming or possessing such drugs would be liable for strict action from the University leading to rustication from the University. Students must dress decently while in the University, hostel and outside the campus. Attending classes in knee-length dresses, dresses with indecent motifs and slippers are not allowed. Students should not litter waste materials in and around the campus of the University.

g) **Levels of discipline:** As part of discipline of the students and violation of code of conduct, four levels of actions have been decided for implementation. The levels are as follows:

Level I

Students are expected to maintain decorum within the University and in the hostels. Students must treat Faculties, fellow students and all around them with respect within the campus and outside. Students found not following academic guidelines laid down by the University from time to time, misbehaving with Faculty Members, fellow students, etc, causing damage to University property would be issued a letter of Caution with a copy marked to their parents. On receiving the same, the student will give a reply to the same spelling out his wrong-doings and

apologising the same with an assurance of not repeating the same in future. After this the student would be under observation. The period of observation would vary from student to student and would be decided by the Vice Chancellor. In case there is no improvement in the behaviour of the student, disciplinary action under Level II may be followed.

Level II

Level II action involves issue of a warning letter to the student with copies marked to their parents. After which the University would observe the student for a period as advised by the Vice Chancellor. After that, in case the student pays no heed to the warning letter and continues with his unacceptable behaviour, etc. the case may be taken to level III.

Level III

A meeting may be called with the parents of the students apprising them of the activities of the students and suggesting reformative measures for the student by the parents. Parents may be asked to submit an undertaking. If this does not improvise the behaviour of the student the case may be referred to the Academic Council for further Disciplinary action.

Level IV

Academic Council may discuss the activities of student and if found proper may suspend the student from classes or from the hostel. However if the Council concludes that suspension from classes, etc. might not solve the problem may refer to the Executive Council for advice related to expulsion from the University. The decision on expulsion of a student can be through the Executive Council.

Breach of discipline: Disciplinary actions are mostly reformative, however for level II offences we impose deduction of marks in their exams as may be decided by Disciplinary Committee and confirmed by Academic Council. In case of damage to

property, pecuniary penalty may be imposed in which case students will have to pay the penalty within stipulated time. Non payment of penalty amount may result in withholding of exam results of the students. However, the students will be informed about subjects where he/she has failed to clear. This is to enable him/her to clear the exam in subsequent complementary exams to be held.

Programmes at ARGUCOM

Salient Features of **BBA (Coop)** at ARGUCOM -

- a) Trimester system of curriculum involving academic rigour and wide course coverage.
- b) Foundation Courses spread over two trimesters would be the beginning of the BBA (Coop.) including five fundamental courses from each School. The purpose is to familiarise the students with each School and to refresh the knowledge of basic subjects.
- c) Inclusion of courses like Project Management, Entrepreneurship Development, Term Project and Change Management contribute towards the mission of the University in bringing about the transition in the mindset of students towards becoming entrepreneurs.
- d) Courses from each school complement each other; the juxtaposition of courses from five schools provides comprehensive knowledge in the holistic pursuit of developing entrepreneurs.
- e) Courses have been organised in order of increasing difficulty in each trimester. Coherency of the courses has been taken care of. Courses on basics of marketing precede courses on advertising, sales and retailing, etc. The same is applicable for courses of other schools as well.

f) The in-course projects would include real data and would be evaluated by relevant officials so that the students have a proposal ready for presentation for financing as they complete the Programme.

g) The Programme is designed to provide exposure through academic coverage of contents in the curriculum.

h) Undergraduate students in second year are required to go for **Students Internship Programme (SIP)** for a period of at least 2 (two) weeks to cooperative or corporate anywhere in the country. SIP is expected to give wide exposure to students. Students are exposed to hands on training in Corporate/Cooperatives apart from exposure visits to organisations. At the end of SIP, each student individually will have to prepare a report for assessment.

i) **Pedagogy** is a plethora of diverse activities like Management Games, Case Studies, to initiate motivation of the students towards the Programme.

j) The University seeks to create professional entrepreneurs who can be job creators in the society by setting up cooperative enterprises. It is also the aim of the University to create professional managers who would be qualified to work in various corporate or cooperatives across the country.

Masters of Business Administration

MBA is a full time 2 (two) year course. The Programme includes a dual specialization in any two of Marketing, Finance, Human Resource and Information Technology.

The holistic pursuit of cooperative philosophy as a strategy for professional managership/entrepreneurship shall remain as

backbone to strengthen oneself not only for successful working in organisation where employment but also to work for growth of economy through inclusiveness in the society. The programme includes a 8 (eight) week mandatory Internship in an organisation.

Pedagogy

Students would be exposed to pedagogy through a plethora of learning processes. The basic idea is to enable students to initiate thought-provoking discussions and activities. Some of such processes include:

a) Lectures

i. Lectures are primary mode of instruction in the University. These lecture sessions are conducted by every faculty which involves three phases depending on the difficulty level of the topics taught. Traditional lecture method is used in the most difficult topics. PowerPoint presentations are used for relatively easier topic and some sessions are reserved to promote self learning in the students. The students are given leads on a particular topic and asked to present them through various assignments.

b) Case Studies

A case based pedagogy to be followed in the curriculum for the various courses. Case analysis to include presentations from students, classroom based discussions and invited guests (wherever possible).

A group of 10 faculty members visited various corporate and cooperatives in Maharashtra to develop case studies to be used as teaching materials. A total of sixteen case studies and three research studies have been developed pertaining to the five schools of ARGUCOM.

c) Library work

i. Readings from selected books are to be incorporated for classroom discussion in courses like Personality Development, Organisational Behaviour, etc.

ii. Students would have to explore books and identify books for reviewing.

d) Games

i. Games would be used in courses of Organisational Behaviour, Principles of Marketing, Personality Development, Advertising, etc. initiating a discussion.

Admission Details for 2016

a) Seat Details: The BBA and MBA Programmes have a maximum of 45 and 30 seats respectively. The reservation of seats is as per Government of Assam reservation rules for admission into academic institutions. This will be done according to the following pattern ST (Plains): 10%, ST (Hills): 5%, SC: 7%, OBC/MOBC: 27% and Unreserved Candidates: 51%. However University reserves the right to convert reserved quota seats into unreserved seats if candidates in the reserved categories do not come up for admission. Candidates applying against reserved categories must submit copies of proof of the same before admission.

b) Requirements for admission to MBA:

- Graduates:
 - a) 60% and above-To be admitted subject to clearance of PI & GD during February, 2016(will be exempted from entrance test)
 - b) For MAT(Dec 2015) Candidates- With a valid score & qualify through PI & GD at ARGUCOM
- Final UG Students:

Sl. No.	Name of course	Total no. of trimester	Overall breakup details of trimester (package)
1.	MBA	6	Dual Specialization, Additional Courses on Cooperative Management/Rural Management & Entrepreneurship

- a) Appearing for MAT-With a valid score & qualify through PI & GD at ARGUCOM & also clear graduation
- b) Without MAT-Appear for PI & GD. Students with 60% & above will be admitted (after UG final examination results are declared)

- Final UG Students through AET 2016:
 - a) Final UG students can appear for the entrance test & qualify for PI & GD
 - b) UG Passed students with less than 60% can appear for the entrance test & qualify for PI & GD.

c). Requirements for admission to BBA:

- 10+2 Passed (Arts/Science/Commerce): 60% & above-Direct admission
- 10+2 Students (Arts/Science/Commerce): Students who may expect 60% marks in final 10+2 exam can register for provisional admission
- Final 10+2 Students through AET 2016:
 - a) Final 10+2 Students can appear for the entrance test & qualify
 - b) 10+2 Passed students with less than 60% can appear for the entrance test & qualify

d) AET-2016:

i. The syllabi of AET-2016 would be of level 10+2. There would be a maximum of 100

marks for BBA (Cooperation) & 150 marks for MBA entrance. Multiple choice questions from areas including general knowledge, English language, quantitative techniques, and reasoning ability and also on Gandhian principles and Cooperation may be asked.

ii. There is no negative marking for the test.

iii. Candidates are to use only blue or black ball point pen during examination.

iv. Calculators, mobile phones and other electronic gadgets are not allowed during the Examination. Books, bags, blank papers are not allowed in the Examination room.

v. The test would be of 2 (two) hours duration for BBA (Coop) and 3 (three) hours for MBA.

vi. Candidates must report for the examination at 10:15 AM on 22 May, 2016.

vii. No candidate should be allowed to appear in the Examination after 10:50 AM.

viii. Candidates may use the wash rooms after 11:00 AM.

ix. Candidates are not allowed to submit the Test Booklet before 12:00 noon for BBA and 1:00 PM for MBA.

x. Candidates must return the Test Booklets on completion of the examination and before leaving the rooms.

- Date of AET-2016: **22 May, 2016 (Sunday)**
- Time: **10:30 AM to 12:30 PM for BBA**
10:30 AM to 1:30 PM for MBA

Mode of Application: By Demand Draft along with filled up downloaded application form

Process:

The application form is available in the University website www.argucom.edu.in. The application form can be downloaded and filled up. The completed application should be sent to the University along with a demand draft or challan of Rs 500 only in favour of 'Assam Rajiv Gandhi University of Cooperative Management' payable at Sivasagar.

Along with the completed application form, one self addressed stamped (Rs 10) envelop should be sent for sending the admit card.

xi. Application form and Prospectus will be available in the University website.

xii. AET-2016 will be held on 22 May, 2016 (Sunday).

xiii. The results of AET-2016 will be notified in the University website, latest by 26 May, 2016.

xiv. Names of those qualifying in the entrance test would be displayed in the University website and University Notice Board.

xv. Candidates applying for MBA programme will have to appear for GD and PI. Candidates will be shortlisted for GD AND PI from AET 2016 result sheet.

xvi. List of selected candidates along with a waiting list will be displayed in the University website & Notice Board.

xvii. Classes for the First Trimester of the UG Programme BBA-Cooperation at ARGUCOM would start from 4 July, 2016 (Monday) & MBA would start from 13 July, 2016 (Monday).

xviii. Choice of Examination Centre: Students are to indicate three choices for appearing in the AET-2016 in the application form. No change in the choice of centre is allowed after submission of forms. The following district headquarters are confirmed for centres during AET-2016:

Guwahati and Sivasagar

News from the campus

Campus Placement of BBA Final Year Students of ARGUCOM

Assam Rajiv Gandhi University of Cooperative Management (ARGUCOM), Sivasagar started its first batch of BBA programme in 2013. These students will complete their study in June, 2016. In the first Campus Placement Interview held on 12th January, 2016, eight students have been selected by ICICI Prudential as Unit Manager / Business Consultant for different districts in Assam. The selected students are namely Kuldeep Kumar Baruah; Jnandeep Mahanta; Firdoushi Al Islam; Puranjan Kaushik; Lakhiful Ahmed; Sunidhi Bukhredia; Devranjan Chutia and Krishna Kamal Handique. These students will join ICICI Prudential in July 2016.

Third Verghese Kurien Quiz Competition

ARGUCOM organised the third Verghese Kurien Quiz Competition in the memory of the father of White Revolution Dr. Verghese Kurien in September, 2015. The Intra-University Quiz competition is organised among the students of the University. This year students from both the batches of the BBA (Cooperation) participated in the quiz completion.

The quiz competition aims to infuse competitive spirit among the students as well as awareness about the cooperative movement. This year the trophy was won by a team of three comprising of Priyanshu Dutta, Nayan Kakati and Samir Bordoloi. The runners up for the quiz were Devranjan Chutia, Amrit Kumar Hazarika and Amlan Gogoi.

Third Varsity Week

ARGUCOM celebrated its third varsity week from 14 till 19 November, 2015. The annual celebrations were attended by students, faculty

members and University staff. Various games and sports were organised as a part of the Week. Students and faculty members participated with equal enthusiasm in the games and sports ranging from badminton, cricket, chess, football, carom board, table tennis etc.

The University Week was wrapped up by a colourful cultural evening. The students of ARGUCOM performed a series of vibrant song and dance programme. ARGUCOM Vice Chancellor Dr Rafiquz Zaman, IAS (Rtd) formally inaugurated the evening by lighting the lamp.

National Innovation Festival

The National Innovation Foundation (NIF) – India facilitated visit of 9 (Nine) students and 2 (Two) faculties from our university to attend the Festival of Innovations organised at Rashtrapati Bhawan, New Delhi w.e.f. 7 March to 13 March, 2015. The students participated in the inaugural sessions where the grassroots innovators were personally awarded by Shri Pranab Mukherjee His Excellency the President of India. The Round Table Conference attended by Prof. Muhammad Yunus, Nobel Laureate was thought provoking.

National Youth Parliament Competition organised at ARGUCOM

ARGUCOM had participated in the Youth Parliament Competition held in April 2015 at the University campus and emerged as a Group Level Winner thereby becoming eligible to compete in the National Level Competition along with five other Universities. The National Level Competition was held in 16 September 2015 at the University campus and adjudged by officials from ministry of Parliamentary Affairs and a former M.P. from Rajya Sabha. Six students from the Group Level Competition and eight students from the National Level Competition were chosen for awards for their meritorious performance. The

prize winning students at the Group Level Competition will be given certificates. The trophies and prizes of the National Level Competition will be awarded to the eight students at a Prize Distribution Function organised by the Ministry of Parliamentary Affairs in Delhi.

ARGUCOM organizes RGNIYD sponsored training programme

Assam Rajiv Gandhi University of Co-operative Management (ARGUCOM), Sivasagar, Assam in joint collaboration with Rajiv Gandhi National Institute of Youth Development (RGNIYD), Sriperumbudur, Tamil Nadu, organized a training programme for the youths of the region. The programme was held during 21-23 September, 2015 at the University Campus, Sivasagar. The 3-day training programme entitled ‘**Social Entrepreneurship Development**’ had been the maiden initiative of ARGUCOM and RGNIYD being jointly conducted. The programme was attended by 51 students from different colleges and universities from the districts of Sivasagar and Dibrugarh of Assam. Notable resource persons with experience and exposure in respective fields from different places of Assam imparted quality knowledge to the trainees during the three day programme.

RBI Policy Challenge

“RBI Policy Challenge” was organized by Reserve Bank of India for Regional, Zonal and National Level. Four students from BBA (2013-2016) batch prepared an essay on the topic “Demographic Profile of India: Opportunity or Threat” which was selected as the Best Entry of North East region qualifying for Zonal Round.

More Placement Initiatives:

a. The University has organized a NASSCOM validated training program in Finance & Accounting and Communication skills for the final year BBA students in March, 2016 for a period of 15 days.

After completion of the training conducted by NASSCOM certified trainer, students will get Certification from NASSCOM. Finally, students will appear for a test to be conducted by NASSCOM. On being successful in the test, he/she will get 3 (three) placement opportunities from companies.

Since the training is sponsored under CSR initiative, there is zero cost to the students.

b. One Saransh Group of Companies has shown interest to recruit BBA students as HR executive & Business Development Representation (BDR) through campus interview. The Company will be invited on receipt of responses from students.

As there is still time for placement, the University is trying to rope in more companies including AMUL for the benefit of the 1st batch of BBA (2013-16) students.



University Memento

PHOTO GALLERY



BBA Final Year Students placed in ICICI Prudential through Campus Placement



Students and Faculty Members attending the Festival of Innovation organised at Rashtrapati Bhawan, New Delhi



National Youth Parliament organised at ARGUCOM in September 2015



Resource Persons associated with the University



Celebration of the Third Varsity Week during November 2015

ANNEXURE I

Areas wise distribution of questions for AET-2016

Sl. No.	Area
1.	Quantitative Aptitude and Numerical Ability
2.	Logical Ability and Reasoning
3.	General Knowledge
4.	English
5.	Gandhian Thoughts
6.	Cooperative Movement
7.	Current Affairs
8.	Management and Indian Culture
9.	General

Distribution of Marks	
BBA	MBA
100	150

Dates regarding submission of forms and AET 2016:

Last date of form submission for AET 2016	10 May 2016
Date of AET 2016	22 May 2016

Holiday List for the University

Sl. No.	Festival/Occasion	No. of Days
1.	Magh Bihu	2(14,15 Jan)
2.	Republic Day	1(26 Jan)
3.	Dol Jatra/Holi	1(23 Mar)
4.	Bohag Bihu	3(13,14,15 Apr)
5.	May Day	1(1 May)
6.	Buddha Purnima	1(21 May)
7.	Eid-Ul-Fitr	1(6 July)
8.	Independence Day	1(15 Aug)
9.	Eid-Uz-Zuha	1(12 Sept)
10.	Gandhi Jayanti	1(2 Oct)
11.	Durga Puja	4(8,9,10,11 Oct)
12.	Kali Puja/Diwali	1(29 Oct)
13.	Guru Nanak's B'day	1(14 Nov)
14.	Christmas Day	1(25 Dec)
Total		20
Half Holidays		
1.	Muharram	12 Oct
2.	Lakshmi Puja	15 Oct
3.	Kati Bihu	17 Oct

ANNEXURE II

Fee Structure for courses

Sl. No.	Course	Duration	Fee
1.	BBA 2016-19	9 Trimester	Rs. 17,000/- per Trimester *
2.	MBA 2016-18	6 Trimester	Rs. 25,000/- per Trimester *

*Does not include cost of Internships, Skill Development Programme, industrial visits etc.

Fee Payment Schedule

BBA	Admission of Merit List candidates selected through AET 2016 held on 22 May 2016 Hostel Fee to be paid by candidates interested in availing hostel facility	30 May to 7 June 2016
	Admission of waitlisted candidates of AET 2016 held on 22 May 2016 if selected Hostel Fee to be paid by candidates interested in availing hostel facility	8 to 16 June 2016
MBA	Admission for Merit list candidates selected through GD & PI held on 17-18 Feb 2016 Hostel Fee to be paid by candidates interested in availing hostel facility	22 Feb to 5 March 2016
	Admission of waitlisted candidates from GD & PI held on 17-18 Feb 2016 if selected Hostel Fee to be paid by candidates interested in availing hostel facility	7 to 11 March 2016
	Admission of Merit list candidates selected through GD & PI held on 31 May & 1 June 2016 Hostel Fee to be paid by candidates interested in availing hostel facility	6 to 14 June 2016
	Admission of waitlisted candidates from GD & PI held on 31 May & 1 June 2016 if selected Hostel Fee to be paid by candidates interested in availing hostel facility	15 to 20 June 2016

NB: i. Hostel fee amounts to Rs. 5000 per month (subject to change). ii. Delay in payment of Course Fee and Hostel Fee after the scheduled dates may incur penalty as may be decided by Academic Council. iii. Dates for payment of Hostel Fee for 2nd & 3rd year will be intimated in due course. iv. All payments will be by DD in Favour of Assam Rajiv Gandhi University of Cooperative Management, Sivasagar payable at State Bank of India, Sivasagar, Assam.

v. Instalment payment is permissible only with permission from University. vi. For any conveyance arranged for the students, charges on pro rota basis will have to be paid by the students.

ANNEXURE III

Important Dates

Common Dates for MBA & BBA

Last Date for submission of form for AET 2016	10 May 2016
List of eligible candidates to appear in AET 2016	18 May 2016
Date of AET 2016	22 May 2016
Declaration of results of AET 2016	26 May 2016
Last date of submission of form for direct admission (candidates securing 60% or above in 10+2)	6th June, 2016

For BBA Candidates

Admission of Merit List candidates selected through AET 2016	30 May to 7 June 2016
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**For MBA Candidates
(Through MAT Dec 2015/Graduates with 60% & above)**

GD & PI for shortlisted candidates	17-18 Feb 2016
Declaration of Merit List of GD & PI	20 Feb 2016
Admission of Merit List candidates of GD & PI	22 Feb to 5 March 2016

**For MBA Candidates
(Through AET 2016)**

GD & PI for shortlisted candidates	31 May & 1 June 2016
Declaration of Merit List of GD & PI	3 June 2016
Admission of Merit List candidates of GD & PI	6-14 June 2016

***In the event of availability of seats after admission of the respective merit list, waiting list candidates will be intimated.**

Course Curriculum for BBA (Coop)

	Trimester I	Trimester II	Trimester III
1 st year (1 st July, 2015 to 30 th June, 2016)	1.Introduction to Business 2.Introduction to Communication 3.Fundamentals of Computer and its Applications 4. Business Arithmetic & Statistics I 5. Basics of Ecology & Environment	6.Population and Community Ecology 7.Introduction to Management 8. Cooperative Development Framework & Perspectives 9.Business Arithmetic & Statistics II 10. Organizational Behaviour	11. Human Resource Management 12.Business Arithmetic & Statistics III 13. Marketing 14. Fundamentals of Business Economics 15. Disaster Management
	Trimester IV	Trimester V	Trimester VI
2 nd year (1 st July, 2016 to 30 th June, 2017)	16 Business Research Methods 17.Managerial & Production Economics 18.Accounting- I 19.Introduction to Law and Constitution of India	20.Accounting-II 21. Data Base Management System 22. INTERNSHIP	23.Entrepreneurship Development 24.Financial Management-A 25.E- Business & MIS 26.Introduction to Advertising-I 27. Indian Contract Act
	Trimester VII	Trimester VIII	Trimester IX
3 rd year (1 st July, 2017 to 30 th June, 2018)	28.Sales & Distribution 29.Company Law 30. Production and Operation Management 31.Consumer Behaviour and Laws	32.RuralManagement/Cooperative Business Operation & Management 33.Introduction to Advertising-II 34. Business Environment 35. Industrial Relations & Labour Law	36.Taxation 37.Public Relations 38. Indian Financial System 39. Web Designing (Project) 40. Personality Development

N.B. Papers may be interchanged between different trimesters depending upon the exigencies of the situation

Course Curriculum for MBA 1st Year

1 st Trimester	2 nd Trimester	3 rd Trimester
1. Management and Behavioural Process 2. Accounting for Managers 3. Managerial Economics 4. Quantitative Techniques 5. Computer Applications in Management	1. Management in Cooperatives/ Rural Management 2. Human Resource Management 3. Marketing Management 4. System Analysis & design 5. Managerial Communication 6. Business Law	1. Production and Operation Management 2. Financial Management 3. Entrepreneurship Development 4. Management Information System 5. Research Methodology

Course Curriculum for MBA 2nd Year

Specialisations	* MARKETING AREA(A)	* FINANCE AREA(B)	* HR AREA(C)	* IT AREA(D)
Course Nos.				
1	Sales & Distribution Management	Working Capital Management	Industrial relations & labour laws	Software engineering
2	Consumer Behaviour	Security Analysis & Portfolio Management	Performance management & competency mapping	Database Management System
3	Advertising & Brand Management	Corporate Taxation	Compensation management	Enterprise Resource Planning
4	Service & Rural Marketing	Management of Financial Service	HRD Strategies	Networking and Security in IT
5	International Marketing Management	International financial management	Global HRM & Strategies	Programming language

4 th Trimester	Specialization Subjects *	
	Set 1 Any one Specialisation from A/B/C/D course nos 1, 2, 3 3 nos. of courses	Set 2 Any one Specialisation from A/B/C/D course nos 1, 2, 3 and excluding the area opted in Set 1. 3 nos. of courses
	Total 6 nos. of courses.	
5 th Trimester	Course no.4 from the Specialisation area opted in set 1	Course no.4 from the Specialisation area opted in set 2
	& Student Internship Programme Total 3 courses including Internship Programme as one course	
6 th Trimester	1. Supply Chain Management 2. Strategic Management 3. International Business 4. Personality Development 5. Specialisation set 1 course no.5 6. Specialisation set 2. course no.5	

N.B. Papers may be interchanged between different trimesters depending upon the exigencies of the situation

University Staff

Faculty Members



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Ms. Manashi Neog



Ms Mridusmita Das



Ms Pallavi Devi



Mr Ranjan Sarmah

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Ms Sudeshna Bordoloi



Ms Udissi Sarmah



Mr Bishnubrat Hazarika



Dr Jewel M Phukan



Mr Subhasis Borpujari



Dr Sangita Borah



Ms Beauti Tara



Ms Arfin Arif



Dr Nazrin Ullah



Debranjan Chutia



Kuldeep Kr. Boruah



Lakhiful Ahmed



Puranjan Kaushik



Jnandeeep Mahanta



Firdoushi Al Islam



Sunidhi Bukhredia



Krishna K. Handique

**BBA Final Year Students Placed in ICICI Prudential
as Unit Manager/Business Analyst
Through Campus Placement**

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