



## ASSAM RAJIV GANDHI UNIVERSITY OF COOPERATIVE MANAGEMENT

A State University of Govt. of Assam Recognised by UGC, Member of AIU  
Estd. 2010

### SCHOOL OF ENTREPRENEURSHIP AND MANAGEMENT

*Grow better, excel together!*

#### COURSES OFFERED

##### □ MBA (Full time)

**Master of Business Administration**  
with dual specialization in:

- ▶ Marketing
- ▶ HRM
- ▶ Information Technology
- ▶ Production & Operations
- ▶ Finance
- ▶ Cooperative Management
- ▶ Rural Management

Duration: 02 (Two) Years

##### □ PhD

**(Management/Commerce)**

#### Eligibility Criteria:

Graduate in any discipline (except fine arts) with 50 % marks in aggregate (45 % for ST/SC/PWD) and with a valid score MAT/CAT/ATMA/XAT/ARGUCOM Entrance Test .

Or

Graduate in any discipline (except fine arts) with 60 % marks (55 % for ST/SC/PWD) in aggregate, (Exempted from written test).

#### Mode of Application:

- ▶ Download the application form from the website [www.argucom.assam.gov.in](http://www.argucom.assam.gov.in)
- ▶ Application fee of Rs. 700/- (Seven Hundred only) for General; Rs 350/- (Three Hundred and Fifty only) for ST/SC/PWD has to be submitted along with the application form through post or in person at the address below.
- ▶ Payments can be made through Quick Transfer Option in SBI Online Banking; a/c no. 32215250031; IFSC code-SBIN0000182; Beneficiary Name- Assam Rajiv Gandhi University of Cooperative Management. Purpose-MBA Application Fee. A snapshot of the payment receipt shall have to be attached with the filled in application form mandatorily.

Or

Through a Demand Draft drawn in any bank of India in favour of Assam Rajiv Gandhi University of Cooperative Management, and payable at Sivasagar.

- Application form fees are non-refundable.

Selection: Shortlisted Applicants would be called for a Group Discussion & Personal Interview (Dates to be notified in website later)

**For Ph.D and Certificate Programmes' Admissions - Contact Admission Coordinator or refer to University Website**

#### Our Unique Feature

- ▶ Students need to work in Marketing and Brand Positioning of local and SME brands. Research work for rural & Societal development.
- ▶ Opportunity to work in live projects involving computerisation of Cooperatives & Commercial banks, wholesale markets, etc.
- ▶ Compulsory membership into ARGUCOM Student Cooperative (ASC) to facilitate in the Learning of Development and Management of Enterprise, Operations of Cooperatives, etc.
- ▶ Exposure to workshop, events etc. to develop creative thinking
- ▶ Industry-Academia inter-face.

**Our esteemed Recruiter: AXIS BANK, YES BANK, BANDHAN BANK, ICICI PRUDENTIAL, SAHULAT MICROFINANCE etc.**

SEMESTER I (FUNDAMENTAL)	SEMESTER II (FUNCTIONAL)	SPECIALISATION	
1: Managerial Analysis & Communication 2: Quantitative Analysis 3: Managerial & Behavioural processes 4: Economic Analysis & Role of Cooperatives 5: Legal aspects of Business & Cooperative Law 6: Application of IT in Socio Economic Development 7: Cost & Financial Accounting 8: Cooperative Development & Management	1: Marketing Research and Analytics 2: Technological Operations 3: Marketing Management 4: Human Resource Management 5: Production and Operations Management 6: Financial Management 7: Supply Chain Management 8: Smart Banking Technology & Operations	HRM	1. Industrial Relations & Labour laws 2. Performance Management & Competency Mapping 3. Compensation Management 4. HRD Strategies & Systems 5. Sustainability & CSR Compliance Mechanisms
		Marketing	E-Business for SMEs Consumer Behaviour & Analysis 3. Advertising & Brand Management 4. Service & Rural Marketing 5. Planning & Marketing for Global Markets
		Production & Operations	1. Purchasing & Materials Management 2. Advanced Manufacturing Techniques 3. Service Operations Management 4. Six Sigma & TPM 5. Productivity Management
		Information Technology	Artificial Intelligence and Expert System 2. Data Warehousing & Data Mining 3. Enterprise Resource Planning 4. Networking and Security in IT 5. Financial Enterprise & Software Integration
		Finance	1. Financial & Commodity Derivatives 2. Investment Analysis & Portfolio Management 3. Tax Planning & Corporate Tax 4. Advanced Financial Management 5. Management of Financial Services & Credit Societies
SEMESTER III	SEMESTER IV	Cooperative Management	1. Cooperative financial Management & Audit 2. Sectoral Cooperative Development 3. Innovation & Development strategy for Cooperative 4. Rural & Cooperative Marketing 5. Development Communication & promotion of Cooperative Management
1: Project Management 2: Innovations & Sustainable Development 3: Summer Project 4: Six(6) Courses from any two specialisations	1: Strategic Management 2: Development of Enterprise & Entrepreneurship 3: Natural Resources & Sustainability 4: Grand Project 5: Four(4) Courses from any two specialisations	Rural Management	1. Service & Rural Marketing 2. Rural Enterprise Development & Management 3. E-Business for Rural Products 4. Geo-Informatics for rural & Community development 5. Development communication & promotion of rural enterprise

## Our Faculty

- ▶ Prof. Munindra Kakati, MMS (BITS Pilani) Ph.D (GU) (Finance & IT)
- ▶ Dr. Rashida T Noorain, BE-MBA-FDP (IIM-A), Ph.D (Organizational Behaviour & Operations Mgmt.)
- ▶ Dr. Mridusmita Das, BBA- MBA (Marketing, Advertising & IMC)
- ▶ Dr. Jewel M. Phukon, MCom- Ph.D (UGC-NET & SLET) (Finance & Accounts)
- ▶ Shri Subhasis Borpujari, M.Com, M.Phil, SLET, UGC-NET (Finance & Accounts)
- ▶ Ms. Rinku Mani Roy, B.Com-MBA (Finance & Marketing)
- ▶ Ms. Toshleema Ullah, BBA-MBA (HRM & Marketing)
- ▶ Ms. Sudeshna Bordoloi, UGC-NET (HRM & Marketing)
- ▶ Dr. Ranjan Sarmah, MCA (Networking & Database Management)
- ▶ Mrs. Amrita Devi, M.A. in Mass Communication & Journalism, UGC-NET (Advertising & Public Relation)
- ▶ Mrs. Ipshita Kaushik, LL.M, UGC-JRF (Corporate laws, IPR, Environmental law)
- ▶ Mrs. Jasmine Ara Begum, MCA (Networking & Data Warehousing and Mining)
- ▶ Ms. Nazmin Sultana, LL.M (Constitutional & Administrative Law)
- ▶ Ms. Bisakha Chetia, LL.M (Intellectual Property Law, Industrial Relation & labour laws, banking laws, laws of Contract, Mass Media Laws, Information Technology Laws)
- ▶ Ms Mayuri Sharma, MCA (Computer Vision, Remote Sensing)

## Guest Faculty

- ▶ **Dr. B. K. Das, Former MD, NRL & BORL**
- ▶ **Prof. Rajat Baishya, M.Tech-Ph.D (Engg.), Former Dean Faculty of Management, IIT Delhi.**
- ▶ **Shri Anjan Thakur, Former Regional Director, National Productivity Council.**
- ▶ **Dr. Daman Prakash, Consultant -IFFCO Foundation and Former Director of ICA Regional Office for Asia-Pacific.**
- ▶ **Shri C.C.Mitra, Rtd CGM, RBI.**
- ▶ **Shri Kashyap Joshipura, Chief Manager & Incharge Corporate Communications, ONGC Assam Asset, Nazira.**
- ▶ **Shri Bishnubrata Hazarika, Lecturer, Humanities, Tinsukia Polytechnic, Makum)**
- ▶ **Mr. Hementa Chutia, DST-Fellow, Tezpur University**
- ▶ **Distinguished Faculty from Tezpur University, Dibugarh University, Numaligarh Refinery Limited & ONGC Nazira.**

Correspondence:

**Admission Coordinator**  
**Assam Rajiv Gandhi University Of Cooperative Management**  
**Phone-9435157530, email id: info.argucom@gmail.com**  
**Basic Tini Ali, Gadadhar Nagar, Joysagar**  
**www.argucom.assam.gov.in**