

# ADMISSION PROCESS

→ **AT RIAM YOU ARE ON A STRONG PITCH** ←



***Last Date for receiving Registration fee, filled in Application form and Programme fee for both the One Year Certificate and the Two Years Diploma Programme is 31st July 2010.***

# One Year E-Certificate Programme in \_\_\_\_\_ Agribusiness Management

**Programme Duration:** One year (10th August 2010 – 31st July 2011)

## Programme Fee:

**One time Registration Fee:** Rs. 5000 (Non refundable).

**Monthly Fee:** The students can choose any of the fee structure mentioned below:

- Rs. 2200 (12 installments) (course material access on internet) (or one time payment of Rs. 25,000). Total one time fee alongwith Registration fee = Rs. 30,000.
- OR
- Rs. 2600 (12 installments) (alongwith books for all subjects and DVD's of some subjects) (or one time payment of Rs. 29,700). Total one time fee alongwith registration fee = Rs. 34,700.
- For International Students - Rs. 4000 extra towards postage.

## Who can apply?

**a) Students of III year / final year of B.Sc / M.Sc / B.Tech / B.VSc / M.VSc—Agriculture / Horticulture / Fisheries / Forestry / Dairy Sciences/Food Sciences /Agri Engineering and allied subjects:-** You are all set to join the Agribusiness Industry shortly. Competition is stiff and you gain an edge over others if you have acquired more than many of your contemporaries during the 4-5 years of college life. For example if an interviewer has a choice to hire between two candidates, other things being equal, he is likely to award preference to someone who has also done an additional learning than the one who has not. Hence, this course offers you a choice to complete it along with your graduation/post-graduation and plan for a head start.

**b) Working Agribusiness Professionals:-** All working agribusiness professionals would notice that most seniors around you are management graduates. This course will help you in not only sharpening your management skills, but also in developing a better rapport with your superiors, appreciate their expectations and equip yourself with tools to meet them. Many of us have the knowledge but not the techniques to apply them in line with the organization's expectations. Not being able to apply your knowledge is equivalent to not knowing.

**c) Fresh graduates / Post graduates (B.Sc / M.Sc (Agri / Vety Sc. / Fisheries / Dairy Technology/ Food Tech / Agri Engg. and allied):-** The happening growth in this sector is not new to you. It needs people to support this growth. If you have not been fortunate to go through a full time Rural/Agribusiness Management programme through a premier institute, here's an opportunity to acquire quality and practical agribusiness education and avail exciting career opportunity

**d) Graduates / Post graduate in any discipline:-** Agribusiness is a high potential career area. You are welcome to contact us to know that it makes great sense today to opt for a career in this stream. You will be surprised to know that it is far easier to develop a satisfying and rewarding career in Agribusiness vis-a-vis through any of the several alternate pursuits.

## Teaching Methodology and Assessment

For most of the subjects, the respective faculty member has especially prepared the course material, tailor-made to the needs of the students of this course. A book on each subject shall be available online and students can access the material on our website or download it by using password. You also have a choice to buy books from us as indicated in the fee structure. Over and above this, a DVD shall be provided for most of the courses that contain recorded lectures by the respective faculty member, covering the salient learning in each chapter. We shall follow trimester system. During these three months, students need to invest about an hour every day. They shall have the facility to seek answer to any question that they may have and such a correspondence can happen through E-mail. A full fledged system has been developed to address the query resolve system through E-mail. With an intent to impart higher learning, students are kept engaged throughout the trimester. They need to take one quiz, one project and an end term examination during each term. In case a student fails in a particular trimester, he may reappear for that particular trimester after a gap of two months and by paying a re-examination fee of Rs. 2,000.

## List of Subjects

We have planned some full credit and some half credit courses, as follows:-

*Full Credit: 100 Marks*

*Half Credit: 50 Marks*

### MARKETING

- ⇒ Principles of Marketing
- ⇒ Sales & Distribution Management –1/2 credit
- ⇒ Product and Brand Management —1/2 credit
- ⇒ Rural Advertising---1/2 credit

### OB & HRM

- ⇒ Human Resource Management

### IT

- ⇒ Computer Applications ---1/2 credit

### ECONOMICS

- ⇒ Managerial Economics

### RETAIL

- ⇒ Rural Retail – Backend, Merchandising and Front-end Management

### OPERATIONS MANAGEMENT

- ⇒ Contract Farming, Procurement and Supply Chain Management

## FINANCE & ACCOUNTING

- ⇒ Financial Accounting
- ⇒ Financial Management—1/2 credit
- ⇒ Rural Banking & Insurance

## OTHERS

- ⇒ Managerial Analysis & Communication
- ⇒ Soft Skills: Creativity, Positive Mental Attitude, Assertiveness Training
- ⇒ Written & Oral Communication Skills
- ⇒ Quantitative Techniques---1/2 credit

## How to apply

Those interested may download the programme brochure and application form from [www.ruralnaukri.com/RIAM/application\\_form.pdf](http://www.ruralnaukri.com/RIAM/application_form.pdf) and send the filled in admission form along with:

- a) One Demand Draft or at par payable cheque of Rs. 5000 favoring, 'Ruralnaukri Institute of Agribusiness Management'.
- b) 12 post dated cheques dated 5th of every month, beginning with 5th August, 2010, through 5th July, 2011, each of Rs. 2200 or 2600 as the case may be.

Or

A single cheque of Rs. 30,000 or Rs. 34,700 (including Registration fee and Annual fee) as the case may be

**Note: Last Date for receiving Registration fee, filled in Application form and Programme fee is 31st July 2010.**

The **filled in form** and fee may be sent to the following address:

**Ruralnaukri Institute of Agribusiness Management**  
106, Pocket B, Phase III, DDA Shopping Complex Durga Place,  
Ashok Vihar, Delhi – 110052  
Tel: 011-47091665, 011-42267454-55, 65022961  
Mobile: 09811515637, 09871014240

## Corporate Sponsor/Group Discount

Corporates are welcome to sponsor their employees to this course. A group discount of 10% on the entire fee structure is available on sponsoring four or more candidates. This discount can also be availed by any group of four or more students.

## Withdrawal

- A student can withdraw admission at any time at his / her own discretion.
- In case a student fails in two consecutive trimesters his / her admission shall stand cancelled.

**Note:** In each of the above cases, fee upto the end of that particular trimester (when withdrawal or cancellation happens) shall be charged and the balance cheques shall be refunded.