

# Two Year Post Graduate Diploma in \_\_\_\_\_ Agribusiness Management

**Programme Duration:** Two years (10th August 2010 – 31st July 2012)

## Programme Fee:

**One Time Registration Fee:** Rs. 6000 (Non refundable).

- **First Year:** Rs. 3300 per month (12 installments).

Or

Single payment for one year fee of Rs. 38,000 (Rs. 44,000 including Registration fee).

- **Second Year:** Rs. 3600 per month (12 installments).

Or

Single payment for second year fee of Rs. 42,000.

- For International Students - Rs. 8000 extra towards postage.

## Who can apply?

**a) Working Agribusiness Professionals:-** You would notice that most seniors around you are management graduates. This course will help you in sharpening your managerial skills and will help in developing a better rapport with your seniors as this will help you not only to appreciate their expectations but also equip yourself with tools to meeting 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.

**b) 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

**c) 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

The programme content has been designed in simple English language.

**Considering that candidates may have limitations on hours to devote to studies, only selectively important and relevant teaching material has been included in each chapter.** We shall be providing with **hard copy of one book** on each subject. Over and above this, for

many subjects a **DVD shall be provided** that will contain recorded lectures by the respective faculty member covering the salient points in each chapter as also providing an aero plane view of the sum and substance of 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 is operational to address the query resolve system through E-mail.**

## Assessment

As mentioned before, we have adopted trimester system. During these three months period, participants shall be evaluated on the basis of:

- a) Two quizzes
- b) One midterm exam
- c) One final exam
- d) One term project

The above schedule implies that it requires regular efforts of two years on your part. Those students who do not expect to devote on an average an hour a day may avoid taking admission to this programme.

Academic committee shall be constrained to cancel the admission of a student who fails consecutively in two trimesters.

## List of Subjects

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

**Note:** Full Credit Means 100 Marks

½ credit means 50 Marks

### Marketing

- ⇒ Principles of Marketing
- ⇒ Sales & Distribution Management : ½ credit
- ⇒ Rural Advertisement & Communications: ½ credit
- ⇒ Rural Marketing
- ⇒ Marketing Research:½ credit
- ⇒ Product and Brand Management ½ credit

### Finance & Accounting

- ⇒ Financial Accounting-I
- ⇒ Financial Accounting-II
- ⇒ Financial Management
- ⇒ Costing
- ⇒ Rural Banking, Insurance and Micro Finance
- ⇒ Commodity Trading & Derivates -½ credit

## Retail

- ⇒ Rural Retail - Backend, Merchandising and Frontend Management – ½ credit

## OB & HRM

- ⇒ Human Resource Management
- ⇒ Organisation Behaviour : ½ credit
- ⇒ Individual & Group Behaviour

## IT

- ⇒ E-Business for Rural Enterprise
- ⇒ Computer Applications : ½ credit

## Operations Management

- ⇒ Food Processing: ½ credit
- ⇒ Procurement, Logistics and Supply Chain Management

## Economics

- ⇒ Managerial Economics (Micro Economics)
- ⇒ Macro Economics: ½ credit

## Others

- ⇒ Managerial Analysis & Communication
- ⇒ Soft Skills: Creativity, Positive Mental Attitude, Assertiveness Training
- ⇒ Legal Environment: ½ credit
- ⇒ Rural Environment / Development
- ⇒ Quantitative Techniques
- ⇒ Strategic Management & Business Policy : ½ 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:

- One Demand Draft or at par payable cheque of Rs. 6000 favoring,  
***'Ruralnaukri Institute of Agribusiness Management'***
- 12 post dated cheques (payable at par), each of Rs.3300 (dated 05.08.10 through 05.07.11).

**Or**

A Single cheque for first year fee plus Registration fee of Rs. 44,000.

- c) By 5th July 2011, candidates shall be required to deposit 12 additional post dated Cheques, payable at par, as fee for the second year, each of Rs. 3600 (dated 05.08.11 through 05.07.12).

**Or**

A Single cheque for second year fee of Rs. 42,000.

**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.