



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

A Govt. of Assam University
Estd. under the Assam Rajiv Gandhi University of
Cooperative Management Act, 2010
(ASSAM ACT No. XXV 2010) : Recognised by UGC
A.T. Road, Sivasagar, Assam

School of Entrepreneurship & Management *Thriving Managerial Excellence through Knowledge*

Admission open 2017

- ❑ **Masters in Business Administration (MBA)**
- ❑ **Ph.D (Management/Commerce)**

MBA: Eligibility Criteria

Eligibility: Graduate in any discipline (except fine arts) with 50 % marks in aggregate (45 % for ST/SC/PWD) and with a valid score of MAT/CAT/ATMA/XAT/ARGUCOM Entrance Test (To be held in April, 2017)

OR

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

Mode of Application:

1: Download the application form from the website www.argucom.edu.in

2: A demand draft of Rs.700/- (Seven Hundred only) (Non Refundable) for General; Rs 350/-(Three Hundred and Fifty only) (Non-Refundable) for ST/SC/PWD has to be submitted along with the application form through post or in person at the address below.

3: All payments must be made in a Demand Draft drawn in any nationalised bank of India in favour of Assam Rajiv Gandhi University of Cooperative Management, and payable at Sivasagar.

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

For Ph.D Admission - Contact Admission Coordinator.

Unique Features

- Students need to work in Marketing and Brand Positioning of local and SME brands.
- 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

Thrust Areas

- Big Data Analysis
- Smart Banking Technology & Operations
- Marketing & Business Analytics
- Modules on High-Tech
- Technological Operations
- Innovations & Sustainable Development

Correspondence

Admission Coordinator

Assam Rajiv Gandhi University of Cooperative Management

2nd Floor, Baruah Complex, A.T Road, Sivasagar Assam-785 640.

Phone: + 91-90852-28262, +91-94351-56401, + 91-97060-30611, 03772-222144

Email : info.argucom@gmail.com

website : www.argucom.edu.in

Permanent Site: Demow Pather, Mouza : Sologuri, Amguri Circle, Sivasagar



In - House 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.)

Ms. Mridusmita Das, BBA- MBA(Marketing,
Advertising & IMC)

Dr. Jewel M. Phukon, MCom-
Ph.D(UGC-NET & SLET) (Finance &
Accounts)

Dr. Sangita Bora, M.Sc- Ph.D(Agricultural
Economics)

Shri Bishnubrat Hazarika, MBA(HRM)

Shri Subhasis Borpujari, MCom-SLET
(Finance & Accounts)

Ms. Rinku Mani Roy, BCom-MBA (Finance
& Marketing)

Ms. Toshleema Ullah, BBA-MBA (HRM &
Marketing)

Ms. Beauti Tara, M.Sc (Statistics)

Shri Ranjan Sarmah, MCA(Networking &
Database Management)

Ms. Jasmine Ara Begum, MCA(Networking
& Data Warehousing and Mining)

Ms. Manashi Neog, LLM (Constitutional
Law & Human Rights)

Ms. Pallavi Devi, LLM (Centre-State
Relations & Gender Issues)

Shri Kangkan Deka, LLM (Corporate &
Business Law)

Ms. Nazmin Sultana, LLM (Constitutional &
Administrative Law)

Ms. Amrita Devi, M.A.(Mass Communication
& Journalism)

Dr. Nazrin Ullah, M.Sc-Ph.D(Disaster
Management)

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.

Distinguished Faculty from Tezpur University,
Dibugarh University, Numaligarh Refinery
Limited & ONGC Nazira.

Programme Details: MBA

SEMESTER I (FUNDAMENTAL)

- 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

SEMESTER II (FUNCTIONAL)

- 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

SEMESTER III

- 1: Project Management
- 2: Innovations & Sustainable Development
- 3: Summer Project
- 4: Six(6) Courses from any two specialisations

SEMESTER IV

- 1: Strategic Management
- 2: Development of Enterprise & Entrepreneurship
- 3: Natural Resources & Sustainability
- 4: Grand Project
- 5: Four(4) Courses from any two specialisations

LEARNING PEDAGOGY

- Case-studies, Role Play, Management Games, etc.
- Real Time Projects
- Workshops, Seminars, Conferences
- Lectures and Orientation from Industry Experts
- Participation in Development of Enterprise

SPECIALISATION

Marketing	HRM	Information Technology	Production & Operations	Finance
E-Business for SMEs	Industrial Relations & Labour laws	Artificial Intelligence and Expert System	Purchasing & Materials Management	Financial & Commodity Derivatives
Consumer Behaviour & Analysis	Performance Management & Competency Mapping	Data Warehousing & Data Mining	Advanced Manufacturing Techniques	Investment Analysis & Portfolio Management
Advertising & Brand Management	Compensation Management	Enterprise Resource Planning	Service Operations Management	Tax Planning & Corporate Tax
Service & Rural Marketing	HRD Strategies & Systems	Networking and Security in IT	Six Sigma & TPM	Advanced Financial Management
Planning & Marketing for Global Markets	Sustainability & CSR Compliance Mechanisms	Financial Enterprise & Software Integration	Productivity Management	Management of Financial Services & Credit Societies