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. Mrudulina 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 Bhushan 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. Mashi 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)

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 III

1: Project Management
2: Innovations & Sustainable Development
3: Summer Project
4: Six(6) 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

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 IV

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

SPECIALISATION

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

Guest Faculty

Dr. B. K. Das, Former MD, NRI & 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, RBL.
Shri Kashyap Joshipura, Chief Manager & Incharge Corporate Communications, ONGC Assam Asset, Nazira.
Distinguished Faculty from Tezpur University, Dibrugarh University, Numaligarh Refinery Limited & ONGC Nazira.