



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

- ❑ **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 .

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](http://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](mailto:info.argucom@gmail.com)

website : [www.argucom.edu.in](http://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