



MBA (Agribusiness Management)

MBA (Rural Management)



KIIT UNIVERSITY
 (Declared U/S 3 of UGC Act, 1956)
 Bhubaneswar, Orissa, India

36



Degrees
 of Rural
 Management
 Education



Admission Announcement : 2012 - 14

KIIT School of Rural Management (KSRM)

KIIT University, Bhubaneswar

KIIT School of Rural Management (KSRM)

The KIIT School of Rural Management (KSRM), Bhubaneswar came into existence with the laying of the foundation stone by the Father of the White Revolution, Dr. Verghese Kurien and Dr A. Samanta, Founder of KIIT & KISS Group of Institutions on 20th November 2006 in the premises of the KIIT University.



Dr. A. Samanta

Founder
KIIT & KISS Group of Institutions

Having established IRMA in Anand I also wished for long that the second School of Rural Management should come up in Odisha. Now with setting up of KIIT School of Rural Management, my wish is fulfilled. I am happy that the initiative of shaping KIIT School of Rural Management has come from a person like Dr. Samanta, an institution builder of repute in the field of education.



- Dr. Varghese Kurien

20th Nov 2006,
KIIT University, Bhubaneswar

KSRM is a constituent of KIIT educational conglomerate offering a wide spectrum of academic programmes from Kindergarten to Postgraduate level, earning it a place in the Limca Book of Records. Its growth and diversification has also been impressive, since its inception in 1997, with 22 schools covering engineering, management, medical, bio-technology and law with few other unique and niche disciplines, 4 institutes including Kalinga Institute of Social Sciences (KISS), a home for 10,000 tribal children.

Vision : KSRM s vision is to strive to become a leading global academic institution in the field of Rural Management and show the path of eradicating rural backwardness.

Mission : KSRM s mission is to catalyse the process of sustainable and holistic rural development and minimize existing rural-urban divide.

Facilities : The campus resources and state- of- art facilities adequately support the academic and extra-curricular activities of the school. The students also have access to the exclusive sports and medical facilities of the University. The Student Relation Coordination Committee (SRCC) consisting of faculty and students serves as an effective interface between the school and students.

Collaborations : The KSRM model creates a vibrant learning environment for students in collaboration with our 200 partner organizations. These organizations provide an opportunity to students to work as interns in 3 field components. KSRM also has formal collaboration with Department of Science & Technology, Govt. of India; International Rice Research Institute; Manila; AIT Bangkok; and Gramin Vikas Trust of KRIBHCO. Some more formal collaborations are in the offing. These collaborations greatly improve the quality of our programme delivery both in the classroom and field.

Faculty as Mentors : A dedicated team of 10 regular faculty members of the school is a blend of age and experience with youthful enthusiasm to impart, domain knowledge, advising and also mentoring the students. Apart from that, the school also benefits from experienced faculties, mainly in functional areas of management in KIIT School of Management (KSOM). Nearly 10 faculty members from KSOM regularly teach at KSRM. Some faculty members from School of Technology and School of Law also facilitate learning in their area of expertise. In addition, the programme is supported by 15-20 visiting and guest faculty from development practice and industry known for their specialized knowledge and experience.

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Knowledge Building-Faculty and Students : KSRM has established a strong tradition in research to identify and fill knowledge gaps in various areas of rural management and development. The students and faculties are constantly engaged in research activities to improve the quality of rural life. This endeavor is facilitated through experiential learning and field research components like Village Study Segment (VSS) and Management Traineeship Segments (MTS) I & II, in rural areas in collaboration with our partner organizations.

Snapshot of Degrees Offered

Having achieved highest standards for its flagship programme of MBA (Rural Management), KSRM is now moving closer to realise its vision to become a leading global academic institution in the field of Rural Management. Towards this end KSRM is working on its new initiative **360 Degrees of Rural Management Education** to achieve complete depth and width in providing full range of short and long-term academic programmes by 2016 to meet the growing managerial needs of all types of organizations connected with rural economy. As a part of this initiative KIIT School of Rural Management (KSRM) announces launch of its new programme **2 year MBA (Agribusiness Management) or MBA (ABM)** from academic session beginning 2012.

2 year MBA (Agribusiness Management) or MBA (ABM)

The Programme is designed to create a fine balance between class room and experiential learning. Nearly 40 % of the programme is through experiential learning, for which, 3 innovative field study segments of 10-12 weeks duration each have been designed.



01. **Action Research Segment (ARS):** The Action Research Segment (ARS) will allow students to self-train themselves in drawing village micro-plans in greater detail with reference to agriculture. In this segment, the students will also engage themselves in technology transfer process in active collaboration with state departments, Agriculture Universities and industry. At the end of this segment, students will themselves evaluate the impact of their own interventions from the target beneficiaries through a unique feedback methodology.
02. **Case Study Segment (CSS):** Agri-business case studies are typical in describing a real situation faced by agri-business firms. It allows to practice their analytical and managerial presentation skills. This segment will be done with active collaboration of organizations engaged in business and or promotion of agri-business including SMEs who are likely to be benefitted in a variety of ways. In fact, the case study results in a rigorous analysis which requires research and insights into challenges faced by management and may open valuable opportunities for their business. This segment will be exciting both for the students and organizations engaged in agri-business.
03. **Management Traineeship Segment (MTS):** The Management Traineeship Segment will be a problem solving segment wherein students will apply their analytical and decision making skills on specific problems received from organizations engaged in agri-business. The students will work under the active guidance of experienced senior managers, which will help them to make decisions under real and more demanding situations. This will be a valuable component to promote industry-students interface of this academic programme.

Semester-Wise Course Curriculum : MBA (ABM) 2012-14					
Semester	Module	Course Type	Title of the Course	Credit*	
I	Classroom	Compulsory (12.0credit)	Micro Economic Analysis	2.0	
			Accounting for Managers	2.0	
			Quantitative Analysis	2.0	
			Managerial Analysis & Communication	2.0	
			Sustainable Agriculture & Food Systems	2.0	
			Agri Business Management	2.0	
	Field	Compulsory	Action Research Segment(ARS)	12.0	
Semester Total				24.0	
II	Classroom	Compulsory (12.0credit)	Macro Economic Analysis	2.0	
			Finance for Managers	2.0	
			Organisational Behaviour- IGB	2.0	
			Marketing Management	2.0	
			Policy & Institutional Mechanism in Agribusiness	2.0	
			Business Planning for Agri Business	2.0	
	Field	Compulsory	Case Study Segment (CSS)	12.0	
Semester Total				24.0	
III	Classroom	Compulsory (8.0credit)	Project Planning & Management	2.0	
			Organizational Behaviour- UO	2.0	
			Supply/ Value Chain Management	2.0	
			Management Accounting	2.0	
		Optional ** (limited to 4.0 credits)	Agri Input Marketing	2.0	
			ICT in Agribusiness	2.0	
			Rural Finance & Commercial Banking	2.0	
			Management Information Systems	2.0	
	Field			Marketing Research	2.0
				Management Traineeship Segment	12.0
Semester Total				24.0	
IV	Classroom	Compulsory (12.0credit)	Strategies (including Risk Management) in Agri Business	4.0	
			International Trade in Agriculture	4.0	
			Food Marketing & Retailing	2.0	
			Farm Management- Principles & Strategies	2.0	
		Optional ** (limited to 10.0 credits)	Financing Agricultural Value Chains	2.0	
			Legal Environment & Business Ethics	2.0	
			Co-operative Management - theory and practice	2.0	
			CSR Management	2.0	
			Commodity Trading & Marketing	2.0	
			Logistics & Warehousing Management	2.0	
			Climate Change & Agriculture	2.0	
			Agri Business Entrepreneurship	2.0	
			Women in Agriculture	2.0	
	Semester Total				22.0
Class room Total				58.0	
Field Total				36.0	
Total credits for the program				94.0	

Note : Students will also be allowed to take optional courses offered to MBA(RM) to a maximum of 6 credits.

Fee : The total fee for the programme is Rs.6.47 lakh (all inclusive including laptop) payable in four installments.

2 year MBA (Rural Management) or MBA (RM)

MBA(RM) is the flagship programme of the School. It is preparing students for managerial positions to professionalize the management of wide variety of institutions working for the rural areas.

Curriculum Design

MBA (RM) Programme is designed to balance academics with experiential learning and has two specific segments - Class Room Segment (CRS), spread over 55 weeks in four Semesters and Field Work Segment (FWS) of 33 weeks in three semesters. The three FWS components are designed in a progressive manner with Village Study Segment in Semester II in year one and Management Traineeship Segment (MTS) I and II respectively in Semester III and IV in year two.

Semester-Wise Course Curriculum : MBA (RM) 2012-14				
Semester	Module	Course Type	Title of the Course	Credit
I	Classroom	Compulsory	Economic Analysis- Micro & Macro	4.0
			Accounting and Finance for Managers	4.0
				4.0
			Organizational Behavior- IGB & UO	2.0
				2.0
			Quantitative Analysis	2.0
			Managerial Analysis & Communication	2.0
			Marketing Management I	2.0
			Development Theory & Practice	1.0
			Management Information System	1.0
Semester Total				24.0
II	Field		Village Study	12.0
	Classroom	Optional (limited to 6.0 credits)	Marketing Management II	2.0
			Project Management	2.0
			Rural Production and Livelihoods	2.0
			Micro Finance	2.0
			Agribusiness Management	2.0
			Rural Finance & Commercial Banking	2.0
			Marketing Research	2.0
Semester Total				24.0
III	Field		Management Traineeship-I	12.0
	Classroom	Optional (limited to 4.0 credits)	Strategic Management	2.0
			Rural Institutions & Development	2.0
			Women in Rural Development	1.0
			Climate Change-Challenges and Adaptation	1.0
			Rural Marketing	2.0
			Commodity Trading & Marketing	2.0
			Natural Resource Management	2.0
			Sub-Total	10.0
	Semester Total			
IV	Field		Management Traineeship-II	12.0
	Classroom	Optional (limited to 6.0 credits)	CSR Management	2.0
			e-governance	2.0
			Legal Environment for Development	2.0
			International Trade in Agribusiness	2.0
			Financing Agricultural Value Chains	2.0
			ICT & Development	1.0
			Food Retailing	1.0
			Entrepreneurial Finance	1.0
			Management of Co-operatives	1.0
	Sub-Total	10.0		
Semester Total				20.0
Class room Total				56.0
Field Segment Total				36.0
Grand Total				92.0

1 course of 2 credits consists of 30 Hrs of classroom in 24 sessions of 75 minutes each.

Pedagogy

The school uses a very broad mix of teaching/learning techniques which includes-lectures by instructors, case studies, individual research projects, group projects, classroom discussions, videos shown in class, classroom presentations by students, computerized learning assignments and reading textbooks. The school also provides a forum for students to develop general business knowledge and exposes them to a wide variety of speakers, presentations,



We understand that everybody has a preferred learning style and therefore we encourage self-directed learning wherein individuals can be empowered to take more responsibility with the learning endeavor not necessarily in isolation from others.

Fee :The total fee for the programme is Rs.6.47 lakh (all inclusive including laptop) payable in four installments.

Placement Track Record Since Inception

KSRM successfully completed its third Placement programme achieving cent percent success. The highly diverse batch of 47 students was placed in 21 companies with a total of 56 offers. Around 13 new companies participated in the process which is a testimony to the performance of the pioneering batch and the emergent standing of KSRM amongst the industry. The recruiters were broadly from Development and Corporate Sectors with Development Firms like ACCESS Development Services, ChildFund India, Development Alternatives, and SREI Sahaj e - Village Ltd representing the former category while Adani Wilmar, Digital Green, India Offbeat and Neem India Products Pvt Ltd were prominent in the later category.

Recruiters in 2011:

1. ACCESS Development Service
2. Access Livelihood Consulting (ALC)
3. Adani Wilmar
4. Ambuja Cement Foundation
5. ChildFund India
6. Cohesion Foundation Trust
7. Development Alternative
8. Development Support Agency (Govt. of Gujrat)
9. Digital Green
10. GCMMF (Amul)
11. ICICI Bank
12. India Offbeat
13. Institution for Developmental Education and Action
14. Jaipur Rugs Foundation
15. NCMSL
16. Neem India Products Pvt. Ltd.
17. Ruchi Soya
18. Safal Solutions
19. Society for Elimination of Rural Poverty
20. SREI-Sahaj e-Village Ltd.
21. Urja Unlimited

Other Recruiters in 2009 & 2010:

1. Aga Khan Rural Support Programme (India)
2. Bank of Baroda (BOB)
3. BASIX
4. Bharat Integrated Social Welfare Agency (BISWA)
5. Bihar Rural Livelihood Programme (Jeevika)
6. Centre for Collective Development (CCD)
7. Deepak Foundation
8. EduBridge Learning Private Ltd
9. eKutir (global partner Grameen Intel joint venture)
10. ESAF Micro Finance Investments Private Limited
11. Housing Development Finance Corporation (HDFC- ERGO)
12. IL & FS
13. Indian Oil Corporation CRIDA JV
14. Indus Integrated Information Management Limited (IIIML)
15. Industrial Development Bank of India (IDBI)
16. Industry Craft Foundation
17. Institute for Financial Management and Research (IFMR)
18. Integrated Rural Technology Centre (IRTC)
19. International Development Enterprises (IDE)
20. International Rice Research Institute (IRRI)

21. MIMO Finance
22. Monsanto India Ltd.
23. National Livelihoods Resource Institute (NLRI) of Gramin Vikas Trust (GVT)
24. Network for Enterprise Enhancement and Development Support (NEEDS)
25. Orissa e-Governance Services Limited (OeSL)
26. Pioneer Seeds
27. Reliance Industries Limited (RIL)

28. Rural Innovations Network (RIN)
29. Sadhana
30. SEVA MANDIR
31. Spandana
32. TechnoServe
33. Vedanta
34. 141 Sercon Pvt Ltd

KSRM Faculty Profiles

Prof. L. K. Vaswani

PhD (HAU)

Exp: 33 Years

Current Interest: Agribusiness Management & Rural Management

Prof. Prasun Kumar Das

M.Sc. (Ag.), PhD, MBA (Finance), CAIIB

Exp: 22 Years

Current Interest: Banking & Microfinance

Prof. Tapas Kumar Mandal

B.Sc. (Agri), BHU, PGDRM (IRMA)

Exp: 16 Years

Current Interest: Marketing, Retailing and Agribusiness

Prof. Ashok Kumar Gupta

PGCHRM, XLRI; M.Sc. (Ag)

Exp: 22 Years

Current Interest: Rural Production & Livelihood System and Natural Resource Management

Prof. Ganesh H.S.

B.V.Sc, PGDRM (IRMA)

Exp: 18 Years

Current Interest: Quantitative Analysis and Management Information System

Prof. Nandini Sen

MSW (TISS) MA Devt Admn and Mgmt, Manchester

Exp: 10 Years

Current Interest: Sustainable Development & Rural Institutions

Prof. Unmesh Patnaik

Ph. D. (IIT Bombay) M.A. Economics

Exp: 4 Years

Current Interest: Development & Environment Economics

Prof. Prasanta Parida

MBA (Marketing & HR), PhD (Continuing)

Exp: 10 Years

Current Interest: Marketing & Social Research

Prof. T. Kumar

B.E (Electronics & Communication), NIT, Trichy, M.A (Sociology), MKU, Fellow (IRMA)

Exp: 6 Years

Current Interest: e-governance & ICT development

Prof. Pradeep Kumar Mishra

Fellow (IRMA)

Exp: 14 Years

Current Interest: General and Strategic Management

KSOM Faculty at KSRM

Prof. B. C. M. Patnaik

M.Com, LLB, PGDCA, PhD

Exp: 17 Years

Current Interest: Financial Accounting

Prof. Partho Sarothy Sengupta

B.A. (Stephens College), M.A. (Delhi University), PGPM & IR (XLRI)

Exp: 30 Years

Current Interest: Individual & Group Behaviour

Prof. Amiya K. Sahu

MBA (Berhampur University)

Exp: 8 Years

Current Interest: Financial Management

Prof. Jyotirajan Hota

BE Computer Sc & Engg (NIT Rourkela),

PGDBM (XIMB), Continuing PhD

Exp: 14 Years

Current Interest: Management Information System

Prof. Ruchi Sharma

B.Tech (Mechanical), MBA

Exp: 4 Years

Current Interest: Management Information System

Visiting Faculty of KSRM

Prof. Dinesh Agarwal

Chairman

Garg Marketing Co., Kolkata

Subject: Management Accounting

Prof. Suchismita Tanwar

School of Language, KIIT University

Sub: Managerial Analysis & Communication (MAC)

Prof. V. Venkatakrishnan

Department of Development Studies

School of Humanities and Social Sciences

University of Dodoma, Dodoma, Tanzania

Sub: Development Research & Methods (DRM)

Mr. Gopal Krishna Ayitam

Consultant, Agri Business

Sub: Agri Business Management (ABM)

Prof. Ajit Mani

Managing Director of Intervention (India) Pvt. Ltd

Sub: Project Management

Mr. Venkatram Vasantavada

Sales Director, Pioneer Hi - Bred International

Sub: Agri Input Marketing

Vinit Singh Kaler

Domain Expert - FTKMC

Commodity Trading and Marketing

MBA (Agribusiness Management)

MBA (Rural Management)

Guest Faculty of KSRM

Premjit Sodhi

Marketing Management - II
President - Lintas Media Group

Prabhjot Sodhi

Corporate Social Responsibility
National Coordinator - UNDP, CEE

Y. V. Raghunath Reddy and P. Usharani

Society for Elimination of Rural Poverty

Mr. P. Shinoj

Scientist (Agri. Economics)
National Center for Agricultural Economics and Policy Research

Prof. N.C. Narayanan

IIT Mumbai

Mr. A. P. Sinha

Director, NORR Advisors

Prof. Prodyut Bhattacharya

Dean, University School of Environment Management -
Natural Resource Management

Mr Manoj Thomas

XLRI, Jamshedpur (Strategic Management)

Vishal Moses Thomas

Group Head - Planning (Rural Marketing)
Ogilvy & Mather

Abhinav Chopra

AVP - Training, FTKMC (Commodity Trading & Marketing)

Mr Hitesh Sethia

FTKMC, Commodity Trading & Marketing

Mrs. Shilpa Vasavada

Independent Consultant, Women in Rural Development

Admission Procedure

This year KSRM will also consider registration for admission into MBA (RM) and MBA (ABM) for applicants who have registered in national level written exam namely IRMA, CAT, XAT, MAT, CMAT and TISS.

Group discussion and personal interview : The GD/PI for short listed candidates will be held at Bhubaneswar.

GD & PI Centre: Bhubaneswar

Basis of selection : Academic career, performance in Written Exams and GD/PI.

Admission Offer: Successful candidates will be intimated of their final selection through admission offer letter containing the terms and condition of the admission. Please confirm and accept the offer with the terms and conditions for taking admission to the programme through Acceptance Letter along with a demand draft for Rs. 30,000/- favouring KIIT School of Rural Management, Payable at Bhubaneswar, towards the admission fees. The admission fee so deposited is refundable if the admitted candidate withdraws before the start of the course for genuine reason. All the candidates who have been offered admission have to pay the fees as stipulated in the admission offer otherwise they would forfeit their seat to the person next on the waiting list.

Important Dates

Candidates through IRMA, CAT, XAT, MAT CMAT & TISS Written Test

Last date of Receiving Application	: 30.04.2012
Dates for GD/PI	: First fortnight of April, 2012
Declaration of Result	: 16.04.2012

For further details download our Admission Bulletin or contact our Admission Cell at admission@ksrm.ac.in. Or can contact our Admission Cell :

The Admission Coordinator,

KIIT School of Rural Management (KSRM)

KIIT University, Krishna Campus, PO-KIIT, Bhubaneswar, Pin-751024, Orissa

Phone: 0674-2375800, 2375811, 2375815 Fax: 0674-2725378

Prof. Ashok Kumar Gupta - 09668578585 ■ Anil Singh - 09438304388 ■ Ms. Kalyani Tripathy - 09338450745