

MBA in

Agribusiness and
Rural Management

Marketing

Finance

HR



89%

Placement of All
Passout Students



24
Lakhs/PA

Highest Salary
in Last Year (TNU Overall)



4.3+
Lakhs/PA

Average Salary
in Last Year (TNU Overall)



600+

Companies
Connect (Overall)

आ नो भद्राः क्रतवो यन्तु विश्वतो
(LET THE NOBLE THOUGHTS COME
FROM ALL THE ENDS)

MBA in Agribusiness and Rural Management, Marketing / HR / Finance

About the course

Designed to train students to become excellent high-level-decision-makers with broad strategic vision. This full-time two year Programme views management as an integrated process and helps students develop a global view and respond effectively to changes in the economic, technological, cultural and political environments. Specific skills in areas such as Marketing, Finance and Human Resource Management lie at the heart of the course.

The degree in management at the Post-Graduate level has a two-tier structure: it consists of a core curriculum (compulsory credit courses), a summer internship (compulsory industry training between first and second year) and elective courses (optional courses in the second year). The first year is committed to developing business fundamentals through compulsory courses spanning the areas of economics, finance, marketing, operations, systems and organizational behaviour. The second year offers more flexibility ensuring that a student never makes a compromise with his desired area of pursuit.



Innovative Teaching Learning strategies

- A significant number of foundation courses in the functional areas of management in the first year blended with agriculture/rural context specific courses in the second year
- Students groups shall be attached to local host organisations that are placed in villages.
- Village field work
- Mapping class room learning to the ground realities.
- Global bench marking and industry partnership
- Significant Industry interaction
- Peer meet
- Well balanced Academia- Industry teaching faculty and mentor group

Teaching Fraternity

The role of a teacher is not simply to bestow knowledge –it is to help the student seek even more learning. The faculty of TNU is composed of distinguished and experienced professors from various walks of life. Their goal to nurture the talent of their students and to guide them along the path of true knowledge. The faculty team is a unique blend of expertise, experience, values and empathy for the mentees. The spirit of teacher-taught relationship is fostered in the campus.

Pedagogy

A judicious mix of:

- Case method of learning
- Lectures
- Exercises, Assignments
- Group projects and Presentations
- Peer discussion
- Role Plays

Selection Process at TNU-MBA Programme

- TNU believes in consistent efforts made by students throughout one's academic or corporate career which shall play a major role in the selection process.
- Applicant's aptitude/attitude to be judged through Group Discussion and Personal Interview (GDPI)

Fee Structure (Amount in INR)

Fee Per Semester (Rs.)	One Time Fee (Rs.)	1st Semester Fee (Rs.)	Total Course Fee (Rs.)
90,000	29,000	1,19,000	3,89,000

Industry collaborations & tie-ups



Safe Agritrade Private Limited



Wescon- (Logistics & CFA Depot Operations Unit of Hindustan Unilever Ltd (HUL)



KeventerAgro Ltd.



TATA Martrade International Logistics Limited



MIMUL (Midnapur Milk Producers Cooperative Union Ltd)



Sundarini Naturals



Shaw Wallace Corporation Ltd.



Nuziveedu Seeds



Tagore Society for Rural Development



Ujjivan Bank



Rupeek Fintech



Krishna Agritech Industries



CINI (Child in Need Institute)

Salient Features

The programs have been designed to develop young men and women into competent professional managers, capable of working in any sector of organized activity, proceeding leadership and achieving excellence in performance while contributing to the welfare of the larger society. The programme specifically attempts to:

- Equip students with the required conceptual and interpersonal skills and sense of social purpose for managerial decision-making
- Develop leadership capabilities to act as change agents and be a source of motivation in the organisations they work in.
- Nurture the desire to excel in performance without compromising integrity, honesty and fairness.
- Our university is known for the depth and rigour of the programme. The curriculum is designed drawing synergy from best of the B-Schools across the globe and to be reviewed and revised periodically, in-order to remain relevant and contemporary.
- The course affirms the institute's ability to give graduates the highest level of personal development, career opportunities, career satisfaction and job preparedness. TNU stamp certifies knowledge, practical skills, and confidence.
- Our students are equipped with a strong foundation in agribusiness management, rural development, supply chain, and sustainable practices, and they have hands-on experience working on industry projects, making them well-prepared to address the unique challenges and opportunities in the agribusiness and rural sectors.

Career prospects

MBA is a degree that prepares students to work in any business. The course aims to prepare managers and leaders of tomorrow.

MBA in Agribusiness and Rural Management

The Master of Business Administration (MBA) in Agribusiness and Rural Management (MBA ABRM) is a two-year full-time program at TNU, focusing on agribusiness and rural management. The program is designed with inputs from faculty, students, and industry experts. It offers a comprehensive curriculum that covers theory and practice of various management areas, enhancing students' knowledge about agribusiness and rural management, business environment, in general, and help improve students' analytical ability, communication, leadership, interpersonal, and networking skills.

This MBA program of TNU is a unique in the fields of Agribusiness and Rural Management wherein students are trained and equipped with the specific knowledge and skills needed for these fields to take up leadership roles in various agribusinesses in India and abroad.

Career Prospects

With an MBA in Marketing, job seekers can look for work in Agribusiness Management, Research and Development, Finance and Investment, Entrepreneurship and other places. Overall, pursuing an MBA in Agribusiness and Rural Development can provide a diverse range of career opportunities within the agriculture sector, combining business acumen with a focus on addressing the unique challenges and opportunities in rural communities.

MBA in Marketing

Marketing lies at the core of any business or organization. The necessity of marketing management practitioners has consequently greatly increased. The course structure helps the students to enhance their scientific skills to find world business prospects while also allowing them to completely understand the correlations between the various and demanding marketing operations tasks.

The curriculum equips aspiring company leaders with the empirical mind-set and managerial skills necessary to assume top management roles in various marketing fields, such as digital advertising and social media.

Career Prospects

With an MBA in Marketing, job seekers can look for work in FMCG, IT, hospitality, banking, and the media, among other places. Some of the most common jobs candidates can get are brand management, banking management, media management, FMCG sales, B2B sales, digital marketing etc.

MBA in HR

Human Resource Management (HRM) is a strategic and cohesive approach to managing the people within an organization. It is integral to the success of businesses across industries.

MBA in HRM encompasses various practices such as recruitment, training and development, performance management, employee relations, and compensation.

Through HRM, organizations can create a positive work environment, attract and retain top talent, and align their human capital with their strategic vision.

Career Prospects

After getting an MBA in Human Resources, applicants can look for work as an HR executive in IT, FMCG, Manufacturing, and other similar industries. An HR professional is in charge of hiring, on boarding, training, and evaluating a company's or organization's employees.

People who fit the profile of an HR manager do things that have to do with the organization's structure, goals, ethics, and overall employee engagement. With an HR-related MBA, one can start a career as either an HR Generalist or an HR Specialist.

MBA in Finance

The knowledge of finance is an integral part of any economy and in many instances an overriding aspect of businesses as well as industries today. To that end, students who opt to pursue an MBA in Finance stand to gain skills both in the fields of finance as well as business that are essential for a gainful career.

In this course, the students learn to analyse company reports, forecast economic trends, take measures to maximize stock value, choose investment portfolios, balance risk and profitability. Also, they are taught to apply the principles of financial risk management.

Career Prospects

Finance is another popular field of study for MBAs. In this MBA program, students can focus on areas like international finance, taxes, tax planning, investment management, insurance management, and reporting and analysing financial statements. Some popular jobs after an MBA in finance are Credit Analyst, Investment Banker, and Relationship Manager at banks/NBFCs, Financial Analyst, Finance Manager, Treasurer, etc.

MBA Faculty



Prof. Dr. Kamal Chakravarty
MA (Econ), MBA (HR), PhD
In-charge MBA Programme



Mr. Sanjay Sen
B.Sc. (Econ), PGDM (IIM-A)
Visiting Faculty



Mushtaq Ahmad
M.Com, MBA, PhD (NET)
Assistant Professor



Mr. Dwijadas Chatterjee
Master's degree in Finance & Taxation,
Chartered Accountant & Dip. in Foreign
Exchange Management
Visiting Faculty

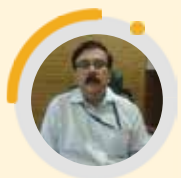


Prof. Dr. Pranay Kumar Roy Barman
M.Sc. (Agriculture), CAIIB (Banking), CEDP, MBA
(Finance, CU), PhD
Professor Visiting



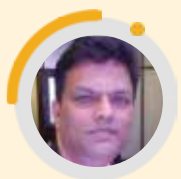
Kaustav Majumdar
Senior Consultant, T5 & ILS Network

The Change Makers from the Corporate World



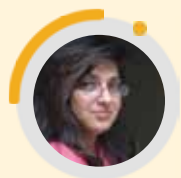
Mr. Soumitra Kumar Ghatak

Turn around and Emerging Market Specialist with more than 3 decades of progressive track record with leading MNC's and Indian companies such as Hindustan Unilever, Berger Paints, Godrej, Airtel & Dangote group in Nigeria. Experience spans diverse categories: FMCG, Consumer durables, Telecom & Modern Retail, Also in Education & Social sector. Currently partnering with Ernst & Young (EY) and other renewed Consultants in conducting Executive Assessments and Development Centres for the world wide clients. An alumni of Calcutta University, majoring in Economics and MBA-Marketing, AIMA, New Delhi.



Mr. Shekhar Anand Singh

Business Strategist offering over 28 years of wide experience in Strategic Planning, Great Execution, Channel Development, Team Management and maintaining over all EBITA profitability in organizations of repute namely Cargil India Foods Pvt. Ltd, Henkel India Pvt. Ltd, Hindustan Coca Cola India Pvt. Ltd, Parry's India/Lotto Confectionery Ltd, Wrigley's India Pvt. Ltd, VLCC India, Shahnaz Herbals. Currently engaged as Vice President – Sales & Marketing in Laborate Pharmaceuticals Ltd, New Delhi. An Alumni of Ranchi University in Arts (English Literature) & an MBA – Marketing from XLRI, Jamshedpur.



Ms. Nupur Chakraborty

A prolific hardcore HR professional Partnering Business & Individuals in the journey of their growth and vision through designing & establishing strong people process in the area of Performance Management, Compensation and Reward Management, Talent Management, Talent Acquisition, HR Operations & HR Digitization Initiatives over a decade in Companies viz. Capgemini Consulting India Pvt. Ltd., Vodafone East Ltd., Phillips Carbon Black Ltd., Reliance Brands Ltd. Currently engaged as OD & Talent Management Leads in Century Ply India Ltd. An alumni of Calcutta University majoring in HRM from IISWBM.

Member-Board of Studies and Advisor for MBA



Prof. Umakant Das

Director of Institute of Rural Management- Anand (IRMA), Gujrat and Former Professor of IIT- Madras, BITS- Pilani and UUM- Malaysia.



Mr. Kaustav Majumdar

Advanced degree in Leadership, Strategy & Social Psychology from the London Business School and Computer Science degree from the University of Southampton, UK. Senior Consultant, T5 & ILS Network

Some Students Activities Photographs



admadcommunications@gmail.com

