

PLACEMENT

2015-16

MASTER OF

Agri BUSINESS

MANAGEMENT

ALIGARH MUSLIM UNIVERSITY
ALIGARH, U.P.



VICE CHANCELLOR'S MESSAGE

Agribusiness denotes the collective and integrated business activities that are performed from farm to fork. The vast array of the agribusiness industry includes agriculture inputs, agriculture, finance, agricultural production, transportation, environmental technology, food and beverage manufacturing, marketing and distribution. It is one of the main generators of income and employment worldwide. Globalization and private sector initiatives have transformed the entire food & agriculture sector. Traditional production and distribution methods are being replaced by more closely coordinated and better planned linkages between agribusiness firms, farmers, retailers, and other stakeholders in the supply chains. This changing scenario also demands a greater need to develop professional agribusiness managers who can, not only meet the management requirements but also prove to be a great support to the farmers for sustainable business venturing.

The Department of Agricultural Economics and Business Management is one such platform where students from diverse backgrounds are groomed to render services to the ever growing food & agribusiness sector. Ever since its establishment in 1993, the AEBM department has been instrumental in equipping the students with the necessary knowledge and skills to shoulder varied responsibilities in the corporate and allied sectors. The student of the 2014-16 batch are on the verge of completion of their two year MAM master's degree programme to seek opportunities for themselves. I am quite confident that they will provide adequate support to the agribusiness organizations in achieving the targeted growth.

LT. GEN. ZAMEER UDDIN SHAH

CHAIRMAN'S MESSAGE

Dear Employer,

The Department of Agricultural Economics & Business Management (AEBM) is working under the aegis of Aligarh Muslim University. Aligarh Muslim University is known for excellence in education and its rich heritage and culture. The recent ranking of the university among the top three Indian universities by Times Higher Education Ranking 2014 is a testimony to this fact. The department has been offering Master of Agribusiness Management (MAM) course since 1994. The course has been designed to prepare the human resources for the vibrant and expanding agri-business sector. The course equips the students with the knowledge, skills and provides exposure to act as a problem solver in the dynamic business environment. The human resources groomed here have proved to be competent, dedicated and ethical managers in the corporate world. The alumni of our department have contributed significantly in the agri-business corporate sector, academics, services sector including NGOs. They are occupying positions of prominence.

Department of AEBM has highly qualified and dedicated faculty inculcating professionalism, positive attitude and sound academic knowledge and skill among students.

Students of MAM have come from different parts of the country with diverse educational background. Majority of students live in university hostels where they learn the art of adjustment, trust and tolerance.

It gives me immense pleasure to present you the placement brochure that contains profile of our students. I invite to schedule your visit to the campus and assure you that it will be rewarding and enriching experience in your search for right talent.

I look forward to your positive response.

Prof. Akram Ahmad Khan

A.M.U. AT A GLANCE

Aligarh Muslim University (AMU) is a public central university located in Aligarh, Uttar Pradesh, India, Established in 1875 by social reformer, Sir Syed Ahmad Khan. He realized the acute need among Indians for modern education and, to achieve, his goal, started a college under the title “Mohammedan Anglo-Oriental College” (MAO College). Later the Mohammedan Anglo-Oriental College became Aligarh Muslim University in 1920. It is one of the first institutions established during the British Raj.

Spread over 467.6 hectare in the city of Aligarh, Uttar Pradesh, Aligarh Muslim University is a residential academic institution offering more than 300 courses in the traditional and modern branches of education. It has almost 30,000 students, about 1,400 faculty members and some 6000 non-teaching staff on its rolls with about 98 departments, 5 institutions and 13 centre’s under 12 faculties.

In addition to Agricultural Sciences, it has the faculties of Arts, Commerce, Engineering and Technology, Medicine, Unani Medicine, Law, Science, Life Sciences, Social Sciences, Management and Technology. Being the largest Residential University of the country it has 19 halls of residence with 80 hostels. The medium of instruction is primarily English. It draws students from a number of countries, especially those in Africa, West Asia, and South East Asia. In some courses, seats are reserved for students from SAARC and Commonwealth countries.

The University maintains interdepartmental research centre’s such as Interdisciplinary Unit of Biotechnology, Rajiv Gandhi Centre for Diabetes, UGC Academic Staff College, Centre of West Asian Studies, Centre for Women’s Studies, Centre for Nehru Studies, and Centre for Continuing & Adult Education.

The imposing Maulana Azad Library is considered one of the major libraries of the world, with glorious past and promising future. It stands as the largest University library in India and second largest in Asia with more than 11.5 lakh books/documents. The foundation stone was laid by Lord Lytton, the viceroy of India. That is why the library was originally named the Lytton Library.

The present seven-storied building surrounded by 4.5 acres of land was inaugurated by Pandit Jawaharlal Nehru, the then Prime Minister of India in 1960 and was named as Maulana Azad Library, after the name of the great educationist, statesman and the first education minister of independent India. The library performs the functions of a national library so far as its collection of oriental manuscripts is concerned. It is for these rich collections of immense research value that the library is reckoned among the major libraries of the World. The oldest manuscript owned by the Library is more that 1,400 years old. The library provides the campus-wide access to online journals through a well- equipped computer lab. Digital resources on many subjects are made accessible through a Digital Resource Centre, where free e-resources are tapped for the benefit of the university community. Aligarh Muslim University was ranked fifth in the India Today university rankings 2012, behind the Universities of Delhi, Varanasi, Kolkata and Jawaharlal Nehru University.

ABOUT THE FACULTY AND THE DEPARTMENT

Aligarh Muslim University, Aligarh had established Institute of Agriculture in 1993 to cater to the need of human resource requirements in agriculture sector with a grant of Rs. 2.6 crores by the Indian Council of Agricultural Research (ICAR). In 1992 A.M.U., Aligarh signed an agreement with ICAR for starting 4 Post Graduate level teaching programme in the subjects of Agricultural Economics and Business Management, Plant Protection, Agricultural Microbiology and Post-Harvest Engineering and Technology. The Department of Agricultural Economics and Business Management was started in 1992 as a section of Institute of Agriculture with following objectives.

- Imparting education in Agricultural Economics and Business Management
- Advancement of learning and pursuance of Research in Agricultural Economics and Management
- Transferring the Agricultural Economics for the benefit of rural people including farmers, farmwomen, emerging entrepreneurs and other associated organizations with Agriculture.

At present the Department offers Ph. D. and Master of Agribusiness Management Degrees. The intake of students per academic year is 20 (+3 seats reserved for ICAR nominated candidates). There are at present 16 MAM final year students and 14 Ph. D. scholars in the department. The course content of master's degree programme focuses on management related courses like marketing, finance, HR and economics with orientation of agriculture incorporated in it. At present there are five faculty members (4 professors and 1 asst. professor) in department who are pillars of excellence in their field. The department also has the highest teacher-student ration in university.

ACADEMIC ENVIRONMENT

The department has its own state-of-art infrastructure with an aesthetically structured building perfect for Agribusiness school standards. All class rooms and seminar halls are well equipped with LCD projectors, multimedia faculties and Wi-Fi connectivity to ensure an effective learning environment.

The Wi-Fi enabled MAM Seminar Library is a local facility in addition to the central library of the university. It has a focussed area specific collection of books, journals, periodicals and reports to fulfil the day-to-day needs of the academic community. MAM Seminar is subscribing online as well as hard copies of a number of contemporary journals, periodicals, magazines and newspapers. Along with this, library has thousands of books on diversified subjects. The department also has a demonstration lab and soft skills development arrangements for the students. The department maintains a wi-fi enabled modern computer lab to provide next generation computing technology to the students. It gives the wealth of information via connectivity through the AMU Computer Centre of 3.5mbps capacity to the entire campus.

The AMU has separate hostels for boys and girls providing the very comfortable ambience to the students facilitating with Wi-Fi access, indoor games, gymnasium, swimming pool, horse riding club and other sports and recreational facilities.

PEDAGOGY

At the Department, we believe that pedagogy plays a very important role in the development of future managers. The pedagogy is designed with the objective of widening the horizon, inflaming the intellect & teaching the students to think out of the box. The programmed curriculum has a solid managerial foundation, with focus on agricultural and allied businesses and is designed to impart knowledge and skills considered essential for managers to operate successfully in the increasingly dynamic and complex environments. The department placed heavy emphasis on experiential and process-oriented learning, and the pedagogical tools include extensive use of case studies, simulation exercises, industry oriented project works among other to facilitate the same. Besides honing up the skills of individual decision-making, enough stress is laid on developing team skills and value based decision-making. The program places heavy emphasis on practical experience for which extensive interaction with the agro-industry is built into the curriculum. Besides the summer placement and major final semester project, students are expected to engage in industry oriented projects. The rigor of the course ensures consistent learning and improvement process among the students, which reinforce department's commitment to producing learned, skilled and result oriented managers.

KEY ALUMNI

- ❖ Dr. Jabir Ali, Associate Professor, **Indian Institute of Management (IIM)**, Lucknow
- ❖ Dr. Khushnood Ali, **Afro Asian Rural Development Organization (AARDO)**, New Delhi
- ❖ Dr. Muzaffar Jamal, **Hindustan Unilever Ltd.**, Bangalore
- ❖ Ms. Bhawani Bhatnagar, **Inst. Research & Strategy Department, Abu Dhabi University**, UAE
- ❖ Mr. Badruddin Khan, **AVP (Commodities), Angel Commodities Pvt. Ltd.**, Mumbai
- ❖ Mr. Seraj Ahmad, Business Manager, **Advanta India Ltd. Hyderabad**
- ❖ Mr. Massom Khan, **Risk Consultant**, Mumbai
- ❖ Mr. Tabrez Ahmad, **Senior TSO, Glaxo Smithkline Health Care Ltd.** Delhi
- ❖ Mr. Mohd Saad Zaheer, **Recruitment Consultant, Adroyts**, Noida
- ❖ Mr. Arif Khan, **Branch Manager, ICICI**, Delhi
- ❖ Mr. Shahbuddin Ahmad, **Assistant Manager, IDBI**, Delhi
- ❖ Mr. Wajih Asif, **Senior Business Analyst, TCS**, Bangalore
- ❖ Mr. Adeel Farooqui, **Director and Co-Founder, 3G Infotech Pvt. Ltd.**
- ❖ Mr. Kashif Khan, **Administrative Assistant, PATH (NGO)**, Delhi
- ❖ Mrs. Tauseef, **HR, Accenture**, Delhi
- ❖ Mr. Mohammad Rizwan, **Project Accountant, EMAARMGFNAND Ltd**, Delhi

COURSE CURRICULUM

DEPARTMENT OF AGRICULTURAL ECONOMICS & BUSINESS MANAGEMENT
ALIGARH MUSLIM UNIVERSITY, ALIGARH
COURSE CURRICULUM: Master of Agribusiness Management

S.No.	CODE	TITLE OF THE COURSE	Prac- tical	A	B	C	D	Cr
I Semester M.A.E.B.M.								
1	AEM-7007	Problems of Indian Agriculture		30	70	C	Yes	4
2	AEM-7008	Agricultural & Rural Marketing		30	70	C	Yes	4
3	AEM-7009	Foundation of Management		25	50	C	Yes	3
4	AEM-7010	Business Environment		15	35	C	Yes	2
5	AEM-7011	Managerial Economics-I		25	50	C	Yes	3
6	AEM-7012	Management Accounting		30	70	C	Yes	4
Total								20
II Semester M.A.E.B.M.								
7	AEM-8007	Fundamentals of Information Technologies	25	15	35	C	Yes	3
8	AEM-8008	Financial Management		30	70	C	Yes	4
9	AEM-8009	Research in Agribusiness		15	35	C	Yes	2
10	AEM-8010	Managerial Economics-II		25	50	C	Yes	3
11	AEM-8011	Agri Human Resource Development		25	50	C	Yes	3
12	AEM-8012	Quantitative Techniques		25	50	C	Yes	3
13	AEM-8013	Marketing Management		15	35	C	Yes	2
Total								20
III-Semester M.A.E.B.M.								
14	AEM-9005	Agricultural Policy & Planning		15	35	C	Yes	2
15	AEM-9006	O.B. & Communication		25	50	C	Yes	3
16	AEM-9007	Agricultural and Micro Finance		30	70	C	Yes	4
17	AEM-9008	WTO and Indian Agriculture		15	35	C	Yes	2
18	AEM-9009	Select Computer Application Packages	25	15	35	C	Yes	3
19	AEM-9010	Agricultural Investment Management		15	35	C	Yes	2
20	AEM-0T1	Summer Training Report			50	C	Yes	2
Total								18
IV-Semester M.A.E.B.M.								
21	AEM-X006	Agricultural Production Economics		30	70	C	Yes	4
22	AEM-X007	Management of Agricultural Cooperatives		30	70	C	Yes	4
23	AEM-X008	Strategic Management		25	50	C	Yes	3
24	AEM-X009	Theory of Economic Development		30	70	C	Yes	4
25	AEM-X010	Global Marketing		15	35	C	Yes	2
26	AEM-X011	Export Import Management		15	35	C	Yes	2
27	AEMX0P1	Project/ Dissertation Report			100	C	Yes	4
28	AEMX0V1	Viva-Voce			100	C	Yes	4
29	AEMX0V2	Project/ Dissertation Viva			100	C	Yes	4
Total								31
I,II,III & IV Semester Grand Total								89

Revised w.e.f. 2013-2014

FACULTY PROFILE

PROF. SHAMIM AHMAD

M.B.A., Ph.D., Bachelor and Master of Export Import Management

Teaching Experience: 30 years +

Area of specialisation: Agri-business Management; Marketing; Business Research

Publications: 5 Books; Articles: 10 International, 30 National



PROF. SAGHIR AHMAD ANSARI

M.A. (Economics), M.Phil. (Econ.), Ph.D. (Econ.)

Teaching Experience: 27 years +

Area of specialisation: Economic Theory, Banking & Finance

Publications: 3 Books; Articles: 17



DR. RAIS AHMAD

M.Com., M.Phil. (Commerce), Ph.D. (Commerce)

Teaching Experience: 21 years +

Area of specialisation: Agricultural Finance & Accounting, Cooperative Mgmt

Publications: 11 Books; Articles: 15



DR. AKRAM A KHAN (CHAIRMAN)

M.A. (Economics), M.Phil. (Econ.), Ph.D. (Econ.)

Teaching Experience: 22 years +

Area of specialisation: Agricultural Biotechnology, Food Security

Publications: 2 Books; Articles: 17



DR. MD. SHAMSUZZAMA

M.B.A., M.A. (Behavioural Science)

Teaching Experience: 20 years +

Area of specialisation: Strategy & Behaviour



FUTURE PROSPECTS OF AGRIBUSINESS INDUSTRY

Indian economy is in that phase of development in which the agriculture sector is rapidly transforming from a subsistence primary product oriented system to an organized sector producing high value and multi graded processed food and inputs to other agro based industries. India economy with a growth rate 8 to 9 percent per annum is moving ahead on the path of development. Socio economic environment is also undergoing major change with increasing levels of disposable incomes, wider urbanization and increasing number of working women leading to a higher demand of processed food with high potential demand in both domestic as well as export market this sector can contribute significantly towards providing higher farm income and employment generation.

On the supply side as leading producer of many agriculture commodities, diverse agro climatic conditions and vast arable land, India has the potential of the leading food producer and inputs to agro industries of the world. Being aware of the potential of the food processing sector in driving economic growth in this sector it has been recognised as a sunrise sector for the Indian economy and has been given special priority status by the Government and several measures have been taken to overcome the present constraints so this sector blooms to be a dynamic and strong sector for the economy of India.

In accordance with the vision, food processing sector has been given “priority status” and several measures have been taken to bring dynamism in the sector – liberalizing the sector by de-licensing, automatic approvals of FDI, tax exemptions for exports, processing and imports of processing technology. Several schemes have been proposed to enhance post harvest infrastructure – processing and packing houses for fresh produce, modern abattoirs, creation of Agri Food Parks, value added centres and irradiation facilities. Major policy changes to encourage private sector investment in this area include modifying the APMC Act to enable private players to procure directly from the farmers, streamlining the food quality and safety regulations for easier compliance.

Master of Agribusiness Management 2014-16 BATCH PROFILE

SAUD PARVEZ

D.O.B.

21 September 1992

E-mail ID

parvez.saud@yahoo.com

Mobile No.

+919045482459

Graduation

Bachelor of Social Science (Hons.)

Mini Marketing Research

Advertisement of confectionary products on television.

Summer Training Project

Effectiveness of food grain supply system under mid day meal scheme.

Key Area of Interest

Supply chain management and Marketing



ZEESHAN ARSHAD

D.O.B.

27 July 1992

E-mail ID

arshadzeeshan0@gmail.com

Mobile No.

+919760700378

Graduation

Bachelor of Arts (Hons.)

Mini Marketing Research

Packaging of food items.

Summer Training Project

Fresh packaging and deboning in charge, AI REHMAN FROZEN FOODS.

Key Area of Interest

Marketing, NGO and Human Resource



SARAH KAREEM

D.O.B.

14 July 1991

E-mail ID

kareemsarah1406@gmail.com

Mobile No.

+91

Graduation

Bachelor of Arts (Hons.)

Mini Marketing Research

Retailers survey of herbal medicines.

Summer Training Project

Performance Appraisal.

Key Area of Interest

Marketing and Human Resource





ZAKIA JABEEN

D.O.B.
 E-mail ID
 Mobile No.
 Graduation
 Mini Marketing Research
 Summer Training Project
 Key Area of Interest

4 Jan 1993
zakiajabeen10@gmail.com
 +91
 Bachelor of Commerce (Hons.)
 Survey on employees grievances.
 Financial Position of BCCL, Dhanbad.
 Marketing, Human Resource and Finance

SUHAIL AHMAD KHAN

D.O.B.
 E-mail ID
 Mobile No.
 Graduation
 Mini Marketing Research
 Summer Training Project
 Key Area of Interest

30 July 1991
sakshafi@gmail.com
 +919415152543
 B.Tech (Bioinformatics)
 Retailers Survey of processed and packaged fruit juices.
 Design and implement the models of market linkage for specialty rice kalanamak at PRDF.
 Marketing and Research, NGO and Insurance Sector.



MOHAMMAD MOAZ KHAN



D.O.B.
 E-mail ID
 Mobile No.
 Graduation
 Mini Marketing Research
 Summer Training Project
 Key Area of Interest

1 Jan 1990
mohdmoazkhan@gmail.com
 +918791212297
 Bachelor of Business Administration
 Survey on employee job satisfaction.
 The study of performance appraisal in mother dairy.
 Marketing, Human Resource and Finance

OWAIS KHAN

D.O.B.
 E-mail ID
 Mobile No.
 Graduation
 Mini Marketing Research
 Summer Training Project
 Key Area of Interest

5 Feb 1989
khanowais61@gmail.com
 +919045783109
 Bachelor of Business Administration
 Producer survey of real estate.
 NABARD
 Marketing and Human Resource



AMBER JAWAID



D.O.B.

27 March 1990

E-mail ID

amberfarooqi7786@gmail.com

Mobile No.

+919045642154

Graduation

Bachelor of Arts (Hons.)

Mini Marketing Research

Consumer survey of real estate.

Summer Training Project

NABARD

Key Area of Interest

Marketing and Finance

AMANAT HUSAIN

D.O.B.

2 April 1991

E-mail ID

amanathusain143@gmail.com

Mobile No.

+918439750986

Graduation

Bachelor of Commerce (Hons.)

Mini Marketing Research

Coaching and tuition providers.

Summer Training Project

Milk Society Project- Cost & Benefits of Hienz India pvt
Ltd.

Key Area of Interest

Marketing, Human Resource and Finance



AKSHAYA SINGH



D.O.B.

27 Sept 1992

E-mail ID

akshayasingh279@gmail.com

Mobile No.

+919808146597

Graduation

Bachelor of Arts (Hons.)

Mini Marketing Research

Retailers Survey of jams and jellies.

Summer Training Project

Coca-Cola, Vrindavan.

Key Area of Interest

Marketing and Human Resource

WASEEM AHMAD

D.O.B.

14 April 1992

E-mail ID

wasimanis143@gmail.com

Mobile No.

+917417498235

Graduation

Bachelor of Arts (Hons.)

Mini Marketing Research

Retailers survey of pulses.

Summer Training Project

Trimula G Basmati Rice

Key Area of Interest

Marketing, Human Resource and Finance





MOHD. SHEHZAD

D.O.B.
E-mail ID
Mobile No
Graduation
Mini Marketing Research
Summer Training Project
Key Area of Interest

4 Feb 1994
turk.bldea@gmail.com
+919997158671
Bachelor of Business Administration
Small investment schemes.
Fresh packaging and deboning supervisor,
AL REHMAN FROZEN FOODS.
Marketing, Human Resource and Finance

ASIM SHAKEEL

D.O.B.
E-mail ID
Mobile No.
Graduation
Mini Marketing Research
Summer Training Project
Key Area of Interest

22 April 1988
asimshakeel123@gmail.com
+918923945758
Bachelor of Business Administration
Consumer behaviour towards debit/credit card.
Recruitment and selection process, Mother dairy.
Marketing and Human Resource



RABIA YOUSUF



D.O.B.
E-mail ID
Mobile No.
Graduation
Mini Marketing Research
Summer Training Project
Key Area of Interest

12 Aug 1990
rabiakhan128@gmail.com
+91
Bachelor of Arts (Hons.)
Survey on e-commerce marketing.
Employee motivation.
Marketing and Human Resource

SHARFRAJ ASHRAF

D.O.B.
E-mail ID
Mobile No.
Graduation
Mini Marketing Research
Summer Training Project
Key Area of Interest

10 Aug 1993
sharfrajashraf93@gmail.com
+919045632320
Bachelor of Arts (Hons.)
Consumer's survey on dairy products.
Consumer preference over package milk.
Marketing and Human Resource



MOHD. SADIQ NAWAZ



D.O.B.

E-mail ID

Mobile No.

Graduation

Mini Marketing Research

Summer Training Project

Key Area of Interest

1 Jan 1990

mnsaadkhan@gmail.com

+918439760559

Bachelor of Business Administration

Student's survey for job preferences.

NABARD

Production

FINAL PLACEMENT FORM

Name of the Organization:

Contact Person:Designation:

Address:

Mobile:E-mail:

Name of students intended to be recruited:

Category in which openings are offered:

Marketing/Sales/Advertisings ()

Manufacturing/Operations ()

Business Development Strategy ()

Financial ()

Human Resource Management ()

Others (*Specify*):

Job Profile:Location of Job:

Tentative Date for Conducting Pre Placement Talk:

Preferred place for Interview:

At Campus: Yes () No ()

Other (*Specify*):

Please ensure that the completed form is sent to the following address at the earliest convenience:

Placement Coordinator

Dr. Md. Shamshuzzama

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Shafi House, Qila Road, A.M.U., Aligarh 202002

Email ID: consultshems@gmail.com

PLACEMENT COMMITTEE

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(Department of Agricultural Economics & Business Management)

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MR. SAAD HAMEED

Training & Placement Officer (General)

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ZAKIA JABEEN

E-mail ID: zakiajabeen10@gmail.com