



ANGRAU

IABM
TIRUPATI

ACHARYA N.G. RANGA AGRICULTURAL UNIVERSITY
S.V. AGRICULTURAL COLLEGE
INSTITUTE OF AGRIBUSINESS MANAGEMENT, TIRUPATI

MASTER OF BUSINESS ADMINISTRATION
(Agribusiness)

www.svagcollege.org

**ACHARYA N.G. RANGA AGRICULTURAL UNIVERSITY
S. V. AGRICULTURAL COLLEGE**

INSTITUTE OF AGRI BUSINESS MANAGEMENT, TIRUPATI

In response to growing demand from agro-based industries and financial sectors for professionally trained human-resource with management skills, ANGRAU had started a well thought post graduate course in Agribusiness Management under the department of Agribusiness Management at S V Agricultural College, Tirupati initially in 2008. To further strengthen the agribusiness ecosystem, University has upgraded the department to Institute level and at present MBA in Agribusiness Management is offered at "Institute of Agribusiness Management, S V Agricultural College, Tirupati. The focus of the programme is designed to build core management expertise among the technically competent agricultural and allied graduates by imparting managerial and entrepreneurial skills so as to work in a dynamic environment.

The MBA (Agribusiness) course offered by ANGRAU is a fully residential programme that aims at attracting students and promoting them to be the future leaders of agro industry. Run in a full fledged and elite environment at Institute of Agribusiness Management, S.V. Agricultural College campus at the abode of Lord Sri Venkateswara Swamy, the Agri business management programme is leaving no stone unturned to ensure that the students, the management aspirants comprehend the agri business management experience in its entirety, its demands and challenges as well as rewards. Through pedagogy, management events, guest talks, industrial visits, industry interface and live internships and projects, Institute provides ample opportunity to the students to hear to the leading personalities from the academic as well as corporate fraternities bringing them profound insights and perspectives on management as an educational choice and profession.

VISION : To evolve as premier Global Agribusiness Management Institute by developing human resource to cater to the leadership requirements in the agribusiness sector

MISSION : To enrich human resources by imparting knowledge and upgrading managerial skills through quality education and providing innovative solution through need-based research to agribusiness industry

WHY RECRUIT AT IABM

“The only Agribusiness Institute In Andhra Pradesh promoted by State Agricultural University”

An edge of Master's over the Diploma.....

We provide a wholesome masters degree program in agribusiness management as per ICAR standards. The curriculum is designed OnePlus distinct from the institutes that provide a post graduate diploma.

The rare breeds are here....

Agribusiness is different from other business, this difference is incorporated in the program such that the graduates from pure agriculture and allied sciences are absorbed and enriched their knowledge with industry orientation, management concepts and overall personality development to make them rare breeds in industry.

We understand your needs....

We understand the food and agribusiness industry needs and students are oriented with practical know how for industry readiness. The students shall fit directly in to organization set up for taking the industry task.

A perfect blend...

Our students are a wonderful blend of core knowledge with Industry readiness. We believe that core knowledge is equally important as leadership skills. Our curriculum goes in hand with knowledge imparting and overall personality development.

SELECTION PROCESS

Graduates from various disciplines of B.Sc.(Ag./Hort.) or B.Tech. (Ag. Engg.) or B.V.Sc. & AH/ B.F.Sc. / B.H.Sc. (H.Sc.) B.Tech (Dairying) B.Tech (Food Processing & Technology) / B.Tech/B.Sc (Food Science & Technology) / B.Sc. (CA&BM) are eligible for the programme. The candidates must have secured minimum OGPA of 5.50 / 10.00 (SC/ST - 5.00/10.00) or 2.50/4.00 (SC/ST-2.00/4.00) or 50% marks in traditional system (SC/ST-40%).

ADMISSION PROCESS

- ❖ The selection shall be based on the previous academic record at Under Graduate Level and Performance in ICAR-AIEEA test (subject code 20) and the weightage will be 30:70 i.e., Academic (30%) and Performance in AIEEA test, Group Discussion and Interview (70%) respectively.
- ❖ The 70% weightage is further distributed among, the ICAR-AIEEA test performance (Score/Rank), Group Discussion and Interview in the ratio of 80:10:10 duly reducing to 70%

Eligibility	Type of Seats	Number of Seats	Admission Process
B.Sc. (Ag.)/ B.Sc. Hons (Ag.)/ Hort. / B.Tech. (Ag. Engg.) / B.Tech. Hons (Ag.Engg.) Or B.V.Sc. & AH / B.F.Sc. / B.H.Sc. /B.C.Sc./ B. Tech (Dairying) / B.Tech (Food Technology) / B.Sc. (Food Science & Technology) / B.Sc.(CA&BM) Of 4 Years Duration.	Regular Seats	18 (As Per Reservation Policy)	ICAR-AIEEA Test Score Followed By Group Discussion And Interview
	Self-Finance Seats	30(As Per Merit)	
	NRI Seats	As Per ANGRAU PG Admission Rules And Regulations	As Per Under Graduation OGPA

ICAR SEATS – 5(No.) through the ICAR-AIEEA admission

FINANCIAL ASSISTANCE

Students selected under regular seats shall be paid an amount of Rs 7000/- per month as stipend to meet their educational expenditures

COURSE STRUCTURE

The curriculum is designed in such a way that it prepares the students to excel in agribusiness industry environment. It involves compulsory, supporting, elective courses, summer internship and final project.

First Semester

- Principles of Management and Organizational Behavior
- Applied Agribusiness Economics
- Managerial Accounting and Control
- Agricultural and Food Marketing Management - I
- Production and Operations Management
- Agribusiness Environment and Policy
- Communication for Management and Agri Business .

Second Semester

- Human Resource Management for Agricultural Organizations
- Financial Management for Agri- Business
- Agri Supply chain Management
- Agricultural and Food Marketing Management - II
- Project Management and Entrepreneurship in Agri-Business
- International Trade for Agricultural Products
- Research Methodology for Agri Business Management
- Summer Internship or Industrial Attachment

Third Semester

- Rural Marketing
- Management of Agricultural Input Marketing
- Rural Banking and Agri Value Chain Finance
- Food Retail Management
- Strategic Management for Agri Business Enterprises
- Agri Commodity Markets, Futures Trading
- Computer Applications for Agri Business
- Advertising and Brand Management
- Operations Research
- Business Analytics for Agriculture
- Statistical methods in Business analysis
- Master's Seminar

Fourth Semester

- Project Work

SAMVADA - AN INDUSTRY INTERFACE

The transition from agriculture to agribusiness has created lucrative opportunities within the sector. Stakeholders across various agribusiness domains, such as agri-input marketing, agri-finance, and agri-procurement and marketing, are striving to capitalize on these opportunities by addressing challenges. Modern strategic firms demonstrate that continuous environmental scanning, information gathering, strategy formulation, implementation, and evaluation are essential for competitive advantage. However, obtaining the right strategic information in agribusiness remains a challenge. To address this, the Institute of Agribusiness Management has launched "Samvada," a regional industry knowledge exchange platform in Andhra Pradesh. This initiative aims to connect experts, including rural marketers, agribusiness consultants, strategists, advertisers, startups, academia, research scholars, and future leaders, to share insights and trends within the agribusiness value chain. This mutual exchange of experiences and knowledge will act as a catalyst for the overall growth of the agribusiness industry, fostering an industry-level think tank to address challenges and co-create solutions through industry-academia collaboration.



STUDENT CLUBS

At the Institute of Agri Business Management (IABM), we take pride in fostering a holistic development environment for our students. We have established seven dynamic clubs and three dedicated committees, each designed to cater to various aspects of student growth and engagement Nipun, Arambh, Vistara, Navarang, Abhishad, Nivesha, Kreda, Sanskritika Clubs. Academic Committee, Placement Committee & Skill Development Committee

Together, these committees at IABM are instrumental in coordinating curricular, co-curricular, and extra-curricular activities. They provide a comprehensive development platform, allowing students to excel academically, professionally, and personally. Through active engagement in these initiatives, students are empowered to reach their full potential and prepare for future challenges.

STUDENT ACTIVITIES

Students are actively involved in different skill development activities such as Case studies, Role plays, Group discussions, Simulation games and Brainstorming sessions.



Students Presentations as a part of Club Activities



Simulation game on pricing strategies



Solving case studies



Mock interviews



Operations game on product differentiation



Group discussions



Pongal Celebrations



Sri Rama Navami celebrations at Mathrusya Orphanage Home

STUDENT ACHIEVEMENTS

Students at IABM Tirupati actively organize a variety of events on special occasions, festivals, and significant national and international days, demonstrating their managerial skills. Students of the institute bagged several prizes in different National level Management Meets



Olympus 2024



Spardha 2024



Prabandhaz 2024

OUR RECRUITERS



RALLIS INDIA LIMITED
A TATA Enterprise

For More Details: Please Contact / Mail to

Head, Institute of Agri Business Management
S.V. Agricultural College,
Acharya N. G. Ranga Agricultural University
Tirupati, Andhra Pradesh, India -517502.
Number: 8464047092
Mail : iabm.svagctpt@angrau.ac.in
iabmtirupati.placementcell@angrau.ac.in

Dr. R. Sarada Jayalakshmi Devi
Hon'ble Vice-Chancellor
ANGRAU, Lam, Guntur.
Mail : vicechancellor@angrau.ac.in

Associate Dean

S.V. Agricultural College,
Acharya N. G. Ranga Agricultural
University Tirupati,
Andhra Pradesh, India -517502.
Phone No: 0877-2249155,
0877-2249542

Dr. A.V. Ramana

Dean of Post Graduate Studies
ANGRAU, Lam, Guntur.
Mail : deanpgs@angrau.ac.in