ASSAM RAJIV GANDHI UNIVERSITY OF COOPERATIVE MANAGEMENT SIVASAGAR

(A STATE UNIVERSITY RECOGNISED BY UGC; MEMBER OF AIU)

PROSPECTUS 2023

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Contents

GENERAL INFORMATION

1.1   About the University

Assam Rajiv Gandhi University of Cooperative Management is a State University established under Assam Rajiv Gandhi University of Cooperative Management Act, 2010 with a mandate to develop and manage Cooperatives, Govt. organizations, Agri & allied sectors, and SMEs. However, recently the administrative control of the University has been transited to the Higher Education Department, Govt. of Assam. The Statute and Act of the University is under the process of amendment under Higher Education Department, Govt. of Assam.

The University is very optimistic with the policies of NEP, 2020 and desires to adopt NEP, 2020 in its courses of action in a detailed format. In line with NEP 2020, the University is in the process of redesigning the course curriculum and adopting a multi-disciplinary approach in the field of academics. The University is moving towards a wholesome transformation in terms of expanding the programmes ranging from Management to Sciences & technology and from liberal arts to Yoga & Naturopathy and so on.

ARGUCOM have five schools: School of Entrepreneurship & Management, School of Innovation & Technology, School of Culture & Media, School of Public Policy & Law and School of Ecology & Sustenance. Currently three Schools are functioning with four PG programmes and PhD program. The programmes are MBA, M.Com, MCA, LLM and PhD in Management, Computer Science & Law. Diploma and certificates are also introduced from the Academic session 2022 (Post Graduate Certificate Course in Competition Law and Post Graduate Certificate Course in Intellectual Property Rights by the School of Public Policy and Law; Post Graduate Diploma in Computer Application by the School of Innovation & Technology). The School of Culture and Media is introducing its maiden program from the session 2022 titled Post Graduate diploma in Communication & Business Journalism.

1.3 Vision

Vision-ARGUCOM:

"To evolve as one of the most sought-after Universities(by students, parents, rural sector, teachers, co-operative and government organizations and society at large) with a unique image for innovative capacity having core competency in designing up to date course curricula and teaching-learning pedagogies, committed to providing life-long learning and career opportunities to the students and moreover, to act as a catalyst for the overall socio-economic and rural development of Assam through the development of co-operative management".

1.4 Mission

- ➢ To develop infrastructure and environment for innovation, incubation and dissemination of new knowledge.
- ➢ To create a unique image of the institution through its large scale participation and contribution to students, co-operative and allied sectors, Government organizations and society at large.
- ➢ To develop core competency in designing up-to-date course curriculum and teaching-learning pedagogy development centre.
- ➢ To collaborate with national and international companies, research institutes, universities for research, curriculum and pedagogy development, student and faculty exchange program.
- ➢ To provide a sound platform to the students for learning and career development.
- ➢ To act as a catalyst for overall socio-economic and rural development of Assam through co-operative and PPPP (people public private partnership) models.
- ➢ To create a pool of knowledgeable and inspired faculty members and employees and ensure their professional and personal growth.
- ➢ To attract students and Ph.D. scholars from other States of India and abroad.

1.5 Objectives
The objectives of the University:

- ➢ To provide quality education and make provisions for research, advancement and dissemination of knowledge.
- ➢ To create higher level of intellectuals, teachers, managers and professionals in the field of Co-operative and allied sectors;
- ➢ To create centre of Excellence for research and education and for sharing knowledge and its application in the development of Co-operative movement and allied sectors;
- ➢ To confer and award degrees, diploma and other academic distinctions or any such other method as may be prescribed in the Statutes.
- ➢ To collaborate with other institution in India and abroad in furtherance of its objectives.
- ➢ To pursue any other objectives as may be approved by the authority of the University.

Notwithstanding anything contained in any other law for the time being in force but without prejudice to the provisions of this Act, it shall be the duty of the University to take all such steps as it may benefit for the promotion of the University and for the determination of standard of teaching , evaluation and research in such system and for the purpose of performing these functions , the University shall have such powers, including the power to allocate and disburse grants to off campus centre whether admitted to its privileges or not to any other University or institutions of learning as may be specified by the statutes.

2
SCHOOLS OF ARGUCOM

ARGUCOM had created five schools (based on the recommendation of IIM-Ahmedabad) and eight Centers of excellence as mentioned below, with the objective of developing multi-disciplinary courses, programmes, services to SME, cooperatives, Agri-business etc. It may be noted that similar schools are also available with Singapore Management University.

Five Schools:
2.1   School of Entrepreneurship & Management
2.2   School of Innovation & Technology
2.3   School of Culture & Media
2.4   School of Public Policy & Law
2.5   School of Ecology & Sustenance

2.1 SCHOOL OF ENTREPRENEURSHIP & MANAGEMENT

Objectives
The School aims at making the student capable of initiating, developing and managing their own entrepreneurial venture in different fields such as agri and allied activities, hospitality, tourism, IT, finance, etc.
The school emphasized on creating professional managers capable of serving all the sectors of the society.
The school aims to provide consultancy, training, direct assistance to SME in production, marketing, product development etc.

Deliverables and Service offerings by the School of Entrepreneurship & Management:
1.   Creation of entrepreneurs.
2.   Launching, branding and positioning of local SMEs products produced by them and help the entrepreneurs & enterprises in their promotion.
3.   Consultancy services at nominal cost, revival and restructuring of organizations.
4.   Short term skill based programmes and training programmes for all area domain of ARGUCOM including quality improvement and development of competitiveness.
5.   Personality development programmes, promotion of entrepreneurial culture at various colleges and adjoining institutions.
6.   Participation in developmental schemes including CSR projects of organizations.
7.   Undertaking of activities in various areas like;
   a) Innovation and productivity improvement.
   b) Quality improvement of food products- Implementation of six sigma.
   c) Processing of Food products.
   d) Branding and marketing positioning of processed food items.
   e) Value addition of diary & horticultural products.
   f) Standardization & grading of products.
   g) Cold storage for better marketing return.
   h) DPR of dairy, fishery, textile & food industries of Assam.
   i) Development of Climate resilience in Agri-business.

Programmes Offered:

- **MBA**
- **M.Com**
- **PhD**

Introduction of new course:

- **2 Year - Executive MBA**
- **Certificate program in Food Processing and Entrepreneurship (Details will be updated soon)**
-
  - **MBA-**An Industry Integrated Programme with specialization in Finance, Marketing (including Rural Marking), Human Resource Management, Information Technology and Production & Operations Management

SYLLABUS FOR MBA

SEMESTER I (FUNDAMENTAL)	SEMESTER II (FUNCTIONAL)
- Managerial Analysis & Communication - Quantitative Analysis - Managerial & Behavioural processes - Economic Analysis& Role of Cooperatives - Legal aspects of Business& Cooperative Law - Application of IT in Socio-Economic Development - Cost & Financial Accounting - Cooperative Development & Management	- Marketing Research and Analytics - Technological Operations - Marketing Management - Human Resource Management - Production and Operations Management - Financial Management - Supply Chain Management - Smart Banking Technology & Operations
SEMESTER III	SEMESTER IV
- Project Management - Innovations & Sustainable Development - Summer Project - Six (6) Courses from any two specializations	- Strategic Management - Development of Enterprise & Entrepreneurship - Natural Resources& Sustainability - Grand Project - Four (4) Courses from any two specializations

SPECIALISATION PAPERS

Marketing

- E-Business for SMEs
- Consumer Behaviour & Analysis
- Advertising & Brand Management
- Service & Rural Marketing
- Planning & Marketing for Global Markets

HRM

- Industrial Relations & Labour laws
- Performance Management & Competency Mapping
- Compensation Management
- HRD Strategies& Systems
- Sustainability & CSR Compliance Mechanisms

Production & Operations

- Purchasing& Materials Management
- Advanced Manufacturing Techniques
- Service Operations Management
- Networking and Security in IT
- Six Sigma& TPM
- Productivity Management

Information Technology

- Artificial Intelligence and Expert System
- Data Warehousing & Data Mining
- Enterprise Resource Planning
- Networking and Security in IT
- Financial Enterprise & Software Integration

Finance

- Financial &Commodity Derivatives
- Investment Analysis &Portfolio Management
- Tax Planning & Corporate Tax
- Advanced Financial Management
- Management of Financial Services& Credit Societies

FEE STRUCTURE FOR MBA PROGRAMME

Fees structure MBA in Rupees

Details	Semester I	Semester II	Semester III	Semester IV	Total
Admission(One time)	7000				7000
Registration(One time)	1000				1000
Tuition (Per semester)	30500	30500	30500	30500	122000
Library(Per semester)	2000	2000	2000	2000	8000
Student's activity(Per semester)	1750	1750	1750	1750	7000
Training and Placement (One time)			3000		3000
Laboratory (Per semester)	1000	1000	1000	1000	4000
Field visit(Per semester)	1000	1000	1000	1000	4000
Examination (Per semester)	1000	1000	1000	1000	4000
Alumni association(One time)	1000				1000
Total	46250	37250	40250	37250	161000

*Total Course Fees Rs. 161000/-

*Caution money (additional) and refundable Rs.5000/- to be paid by the students

* This Fees structure may be modified from time to time

MBA Fees structure for International students (USD $)

Details	Semester I	Semester II	Semester III	Semester IV	Total
Admission(One time)	181				181
Registration(One time)	26				26
Tuition (Per semester)	787	787	787	787	3149
Library(Per semester)	52	52	52	52	207
Student's activity(Per semester)	45	45	45	45	181
Training and Placement (One time)			77		77
Laboratory (Per semester)	26	26	26	26	103
Field visit(Per semester)	26	26	26	26	103
Examination (Per semester)	26	26	26	26	103
Alumni association(One time)	26				26
Total	1194	962	1039	962	4156

*Total Course Fees 4156 $

*Caution money (additional) and refundable 129 $ to be paid by the students

* This Fees structure may be modified from time to time

- **M.Com** – An Integrated Programme of Commerce & Management with specialization in Accounting & Reporting, Finance, Marketing, Human Resource Management.

SYLLABUS FOR M.COM

Semester I (Foundational)	Semester II (Functional)
1. Economic Analysis& Role of Cooperatives	1. Marketing Research & Analytics
2. Legal Aspects of Business& Cooperative Law	2. Technological Operations
3. Application of IT in Socio-economic Development	3. Marketing Management
4. Managerial & Behavioural Process	4. Human Resource Management
5. Cost & Financial Accounting	5. Production & Operation
6. Quantitative Analysis	6. Financial Management
7. Managerial Analysis and Communication	7. Supply Chain Management
8. Cooperative Development & Management	8. Smart Banking Technology & Operation

Semester III (Total 9courses)	Semester IV (Total 8 courses)
1. Project Management 2. Innovation & Sustainable Development 3. Summer internship project 4. Six courses from specialization	1. Strategic Management 2. Development of Enterprise& Entrepreneurship 3. Natural Resource& Sustainability 4. Grand Project 4. Four courses from specialization

SPECIALIZATIONS:

A)   ACCOUNTING & REPORTING AND FINANCE

Accounting & Reporting
1. Recent Advances in Accounting
2. Advanced Cost & Management Accounting
3. Corporate Financial Reporting&
4. Tax Laws& Compliance Analysis
5. Auditing& Assurance

Finance
1. Financial & Commodity Derivatives
2. Investment Analysis& Portfolio Management
3. Tax Planning & Corporate Tax
4. Advanced Financial Management
5. Management of Financial Services& Credit Societies

B) MARKETING AND HUMAN RESOURCE MANGEMENT

Marketing
1. E- Business for SMEs
2. Consumer Behaviour and Analysis
3. Advertising & Brand Management
4. Service& Rural Marketing
5. Planning and Marketing for Global Markets

Human Resource Management
1.   Industrial Relation &
2.   Performance Management & Competency
3.   Labour Laws Mapping
4.   Compensation Management
5.   HRD Strategies& System
6.   Sustainability & CSR Compliances   Mechanism

Fees structure in Rupees (2022 session)

Details	Semester I	Semester II	Semester III	Semester IV	Total
Admission(One time)	7000				7000
Registration(One time)	1000				1000
Tuition (Per semester)	5500	5500	5500	5500	22000
Library(per semester)	2000	2000	2000	2000	8000
Student's activity(Per semester)	1750	1750	1750	1750	7000
Training and Placement (One time)			3000		3000
Placement Broacher (One time)					
Laboratory (Per semester)	1000	1000	1000	1000	4000
Field visit(Per semester)	1000	1000	1000	1000	4000
Examination (Per semester)	1000	1000	1000	1000	4000
Alumni association	1000				1000
Total	21250	12250	15250	12250	**61000**

*Total Course Fees Rs. 61000/-

*Caution money (additional) and refundable Rs.5000/- to be paid by students

* This Fees structure may be modified from time to time

Fees structure MCOM for International students (USD $)

Details	Semester I	Semester II	Semester III	Semester IV	Total
Admission(One time)	181				181
Registration(One time)	26				26
Tuition (Per semester)	142	142	142	142	568
Library (per semester)	52	52	52	52	207
Student's activity(Per semester)	45	45	45	45	181
Training and Placement (One time)			77		77
Laboratory (Per semester)	26	26	26	26	103
Field visit(Per semester)	26	26	26	26	103
Examination (Per semester)	26	26	26	26	103
Alumni association	26				26
Total	549	316	394	316	**1575**

*Total Course Fees 1575 $

*Caution money (additional) and refundable 129 $ to be paid by the students

* This Fees structure may be modified from time to time

- **PH.D. THRUST AREAS:**
  - Rural Development
  - Cooperative Sectors
  - Agri and Allied Sectors.
  - SMEs
  - Government Sectors.
  - Advertising & Brand Management

FEES STRUCTURE for PhD. Program

Fees in Rupees

Details	Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI	Semester VII	Semester VIII	Total
Admission Fees (One time)	20000								20000
Registration and Course work (One time)	30000	30000							60000
Tuition Fees (Per semester)			12000	12000	12000	12000	12000	12000	72000
Library(Per semester)	1000	1000	1000	1000	1000	1000	1000	1000	8000
Student's activity(Per semester)	2000	2000	2000	2000	2000	2000	2000	2000	16000
Total	53000	33000	15000	15000	15000	15000	15000	15000	176000

*Total Fee to be paid by the students Rs.176000/-
*Thesis Submission Fee of Rs. 45500/- to be paid by
students additionally
*Beyond 8th Semester per semester fees to be paid by the students at the commencement of each
Semester of Rs. 15000
*This Fees structure may be
modified from time to   time.

International PhD Fees structure (USD $)

Details	Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI	Semester VII	Semester VIII	Total
Admission Fees (One time)	515								515
Registration and Course work (One time)	772	772							1544
Tuition Fees (Per semester)			309	309	309	309	309	309	1853
Library(Per semester)	26	26	26	26	26	26	26	26	206
Student's activity(Per semester)	51	51	51	51	51	51	51	51	412
Total	1364	849	386	386	386	386	386	386	4530

* Total Fee to be paid by the students 4530 $
*Thesis Submission Fee of 1171 $ to be paid by
students additionally
*Beyond 8th Semester per semester fees to be paid by the students at the commencement of
each Semester of 386.08 $
* This Fees structure may be modified
from time to time.

2.2 SCHOOL OF INNOVATION & TECHNOLOGY

Objectives

▪ To create IT professional for SME, Agri-Business, Govt., Private and Public sectors etc.
▪ To provide IT supports to SME, Agri-Business, Govt., Private and Public sectors etc.
▪ To participate in the digitization of whole sale markets, e-marketing etc.
▪ To promote research and developmental activities in the field of varied aspects of computer applications. To develop Smart Rural Technology

Deliverables and Service offerings by the School of Innovation & Technology:

▪ E-marketing of agriculture, horticulture, sericulture, dairy products etc.
▪ Development of Web portal for E-marketing of farmer products, Handloom, food products etc.
▪ Digitalization of wholesale markets.
▪ MIS system for SME, cooperative Bank, NGO's, hospital, Tourism, Transport etc.
▪ E-marketing of Ayurveda, Herbal products under health care sector.
▪ IT adoption in farming, Agri- Business, development of Smart Rural Technology etc.

Programmes Offered:
- **MCA (3 years)(Last batch 2019-22)**
- **MCA (2 years)**
- **Post Graduate Diploma in Computer Applications**
- **PhD.**

Syllabus for 2 years MCA

1st Semester

Subject code	Subject Name	Credit
MCA211	Digital Logic & Designing	4
MCA212	Computer Organization & Architecture	4
MCA213	Cost and Financial Accounting	3
MCA214	Quantitative Analysis	4
MCA215	Cooperative Management	3
MCA216	Web Technology	4
MCAB001	Computer Fundamental & Programming through C (Bridge Course)	
MCAB002	Programming through C LAB(Bridge Course)	

2nd Semester

Subject code	Subject Name	Credit
MCA221	Data Structure Using C++	4
MCA222	Automata Theory	4
MCA223	System Software and compiler	3
MCA224	Operating System	3
MCA225	Design and Analysis Of Algorithm	4
MCA226	Database Management System	4
MCA227	Data Structure Using C++ LAB	3
MCA228	Database Management System LAB	3
MCA229	Non Credit Course/Open Elective	

3rd Semester

Subject code	Subject Name	Credit
MCA231	Data Communication & Network	4
MCA232	Artificial Intelligence	4
MCA233	Software Engineering	3
MCA234	Elective 1	4
MCA235	Elective 2	4
MCA236	Artificial Intelligence LAB	3
MCA237	Mini Project using JAVA	4

4th Semester

Subject code	Subject Name	Credit
MCA241	Data Communication & Network	4
MCA242	Artificial Intelligence	4
MCA243	Software Engineering	3
MCA244	Elective 1	4
MCA245	Elective 2	4
MCA246	Artificial Intelligence LAB	3
MCA247	Mini Project using JAVA	4

Electives

Elective	Subject Code	Elective Subject
Elective 1	MCA234A	Data Warehousing & Data Mining
	MCA234B	Cryptography & network Security
	MCA234C	Cloud Computing
	MCA234D	Soft Computing
	MCA234E	Software Project Management
	MCA234F	IT in Socio Economic Development
Elective 2	MCA235A	Operation Research & Optimization Technique
	MCA235B	Research Methodology & Tools
	MCA235C	Smart Banking Technology
	MCA235D	Data Analytics
	MCA235E	Advanced Database Management System
	MCA235F	Privacy and Security in Online Social Media
Elective 3	MCA241A	Neural Network
	MCA241B	Internet of Things
	MCA241C	Distributed Database System
	MCA241D	Digital Image Processing
	MCA241E	Advance Data Communication & Network
	MCA241F	Cyber law & IT Security
Elective 4	MCA242A	Mobile Computing
	MCA242B	Computer Graphics
	MCA242C	Natural Language Processing
	MCA242D	Machine Learning
	MCA242E	Deep Learning Technology
	MCA242F	Big Data Analysis
	MCA242G	Genetic Algorithm

FEES STRUCTURE FOR 2 YEARS MCA PROGRAMME

FEE STRUCTURE FOR 2 YRS MCA (FOR INDIAN STUDENTS)

SEMESTER	TOTAL (INR)
FIRST	42,875.00
SECOND	28,875.00
THIRD	30,875.00
FOURTH	28,875.00
TOTAL	**1,31,500.00**

FEE STRUCTURE FOR 2 YRS MCA (FOR FOREIGN STUDENTS)

SEMESTER	TOTAL (IN USD)
FIRST	1116
SECOND	752
THIRD	804
FOURTH	752
TOTAL	**3424**

Introduction of new course:
- PGDCA (1 year)

Syllabus for PGDCA

PAPERNO.	PAPERNAME	CREDIT
SEMESTER I		
T101	Fundamentals of Information & Communication Technology	03
T102	Computer Organization and Architecture	03
T103	Problem Solving and Programming through C	03
T104	Discrete Mathematical Structure	03
CS-60*	Foundation Course in Mathematics in Computing (For Non-Math)	Non-Credit
L105	Computer Fundamental Lab.	02
L106	C-Programming Lab.	02
SEMESTER II		
T201	Object Oriented Programming through C++	03
T202	Database Management System	03
T203	Data Structure using C++	03
T204	Software Engineering	03
L205	Data Structure Using C++ Lab.	02
L206	DBMS(Oracle)Lab.	02
MP207	Mini Project	04
	Total	36

FEES STRUCTURE FOR PGDCA

Semester	Admission Fee	Registration Fee	Tution Fee	Utility fee	Examination Fee	Lab Fee	Library	Total
1	1000	1000	4500	250	500	600	300	8150
2	1000		4500	250	500	600	300	7150
TOTAL								15300

Ph.D. Thrust Areas:

- Artificial Intelligence
- Smart Devices and Rural Technology
- Fuzzy Logic
- Image Processing
- Machine Intelligence
- Bioinformatics
- DNA Computing
- Data Mining

FEES STRUCTURE for PhD. programme

Fees in Rupees

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Tuition Fees (Per semester)			12000	12000	12000	12000	12000	12000	72000
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International PhD Fees structure (USD $)

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Total	1364	849	386	386	386	386	386	386	4530

* Total Fee to be paid by the students 4530 $
*Thesis Submission Fee of 1171 $ to be paid by students additionally
*Beyond 8th Semester per semester fees to be paid by the students at the commencement of each Semester of 386.08 $
* This Fees structure may be modified from time to time.

Some of the Research projects conducted by students
1. Smart Irrigation System using IoT
2. Smart Water Level Monitoring system using IoT.
3. Smart Alcohol Detector Helmet using IoT
4. Smart Health Monitoring Chair using IoT
5. Automatic Pet Feeder System, etc.

Some of the Minor projects conducted by the students
1. File Management System
2. Online Admission System
3. E-learning platform
4. Student Attendance System using Android
5. Development of dynamic website for the University

Some of the Major projects conducted by the students
1. E- learning of Assam Rajiv Gandhi University of Cooperative Management
2. File Tracking System
3. Online Auction site for Antique Items
4. Online Job Portal
5. Human Resource Management System
6. Accident Reporting Portal

Programs in the pipeline:

- M. Tech in Big Data
- Skill Development courses for Cooperatives, SMEs etc.
- Certificate courses on IT & ITES, Big Data Analysis, Matlab Framework, AI etc.
- Diploma/ Certificate course on Smart Rural Technology.

2.4 SCHOOL OF PUBLIC POLICY & LAW

Objectives

- To examine the law, institutions and norms that regulate the structure of government, the processes of governmental decision making and the substantive policies that orders the relationship between government and the citizenry.
- To develop an understanding of the relationship between law and the analysis and implementation of public policy.
- To provide knowledge of objectives associated with public policy and of appropriate methodological approaches to analysing the social and economic effects of reforms.
- To formulate, analyze and evaluate policies.

Deliverables and Service offerings by the School of Public Policy & Law:

- To act as a forum for the discussion of cutting edge law issues and a channel through which the scholars can keep the wider academic and professional communities up to date with the most recent legal developments in the country.
- To provide Legal Consultancy to entrepreneurs, public enterprises, SMEs, NGO's and cooperatives on all legal issues.
- To provide assistance in policy making whether in the legislative realm or governance, local administration, entrepreneurs, public enterprises, SMEs, NGO's and cooperatives.
- To create commercial awareness and enhance business skills of the stake holders.
- **Existing Programme:**
  1. **LL.M (2 YEARS)**
  2. **PhD.**

Syllabus of the LL.M Programme

1st Semester LL.M   **2nd Semester**

Name of the paper	Name of the paper
Research Methods	Fundamental Rights and Directive Principles/ Banking and Insurance
Law and Justice in Globalized World	Comparative Constitutional Law - Law of Corporate Governance
Legal thoughts and Theory	Media law Law of Corporate Finance and Taxation
Centre-State Relations and Constitutional Governance / General principles of IPR	National security public order and Rule of law/Competition Law

3rd Semester LL.M   **4th Semester LL.M**

Name of the paper	Name of the paper
Human Rights Law of Patent	Dissertation
Local self-government and federal governance International IPR Organizations and Copyright Law	Administrative law – II Laws relating to Trademark, Geographical Indication &Industrial design
Environmental Jurisprudence Insolvency and Bankruptcy law	Administrative Law Arbitration and Conciliation
Project work Cyber law and Information Technology	

Course fees LL.M

LLM Per Semester Fee		
Semester	**Revised**	
	Indian Students	**International Students**
1st Semester	40,250	USD 1036
2nd Semester	23,250	USD 598
3rd Semester	23,250	USD 598
4th Semester	23,250	USD 598
Total	**1,10,000/-**	**USD 2831***

Specialisation: at present the School of Public Policy and Law offers specialisation in two subjects

1. Constitutional Law   **2. Corporate Law**

Constitutional Law	Corporate Law
1. Fundamental Rights and Directive Principles 2. Constitutional law and affirmative action 3. Comparative Constitutional Law 4. Media law 5. Centre-State Relations and Constitutional Governance 6. National security public order and Rule of law 7. Human Rights 8. Local self-government and federal governance 9. Administrative law – I 10. Environmental Jurisprudence 11. Administrative Law- II	1. General principles of IPR 2. Banking and Insurance 3. Law of Corporate Governance 4. Law of Corporate Finance and Taxation 5. Competition Law 6. Law of Patent 7. International IPR Organizations and Copyright Law 8. Insolvency and Bankruptcy law 9. Cyber law and Information Technology 10. Laws relating to Trademark, Geographical Indication &Industrial design 11. Arbitration and Conciliation

Introducing new program

1. **Certificate course in Intellectual Property Rights**
2. **Certificate course in Competition Law**

1. **One year PG Diploma in Competition Law**

The P.G Diploma in competition Law is offered in a modular format wherein a student has an option of opting for a certificate or a diploma programme. On competition of 1st semester the student will be awarded a certificate if the students choose to continue and completes the 2nd semester then the students will be awarded a diploma.

Eligibility Criteria
- Graduate in any Disciplines with 50% (for GEN/OBC) and 45% (for SC/ST/PwD

SEMESTER I   **SEMESTER II**

Paper code	Paper title	Paper code	Paper title
101	Introduction to competition law	201	Mergers & Acquisition and competition law
102	Anti-competitive agreements	202	Intellectual property laws and competition law
103	Abuse of dominance	203	International and comparative competition law
104	Inquiry and investigation in enforcement cases	204	Competition law and policy for rural consumers
		205	Project

Intake Capacity:
Maximum Intake capacity = 20 nos. of Participants

Fee structure:
- **Rs 15,000 (Six months PG Certificate Course)**
- **Rs. 25,000 (One year PG Diploma Course)**

Participants

Courses are designed for stakeholders interested in acquiring professional knowledge and practical skills in the area of competition law

- PG Students: Law, Economics, Commerce.
- Professionals: In-house Counsels, Lawyers, Economists, CA, CS, CWA, CFA
- Government: Officials working in Government Departments, Regulatory Authorities & Public Sector Undertakings.
- Industry: Public and Private Sector Enterprises

2. One year PG Diploma in Intellectual Property Rights

The P.G Diploma in Intellectual Property Rights is offered in a modular format wherein a student has an option of opting for a certificate or a diploma programme. On competition of 1st semester, the student will be awarded a certificate if the students choose to continue and completes the 2nd semester then the students will be awarded a diploma.

Eligibility Criteria

a) Bachelor's Degree/LL. B or equivalent in any discipline from any recognized University.
b) Students from 4th year onwards of B.A. LL. B programme are also eligible to apply.

Syllabus

Paper Code	Paper title	Paper type
Semester I [16 Credit]		
101	General Principle of IPR	Core Discipline
102	Law of Copyright and other related rights	Core Discipline
103	Law of Patent	Core Discipline
104	Law of Trade Mark	Core Discipline
Semester II [32 Credit]		
201	Protection of Geographical Indication and Traditional Knowledge	Core Discipline
202	Advanced Patent Law	Core Discipline
203	Law of Industrial Design	Core Discipline
204	Project Work	Core Discipline

Fee structure:
- **Rs 8,500 (Six months PG Certificate Course)**
- **Rs. 15,000 (One year PG Diploma Course)**

2.3 SCHOOL OF CULTURE & MEDIA

Objectives
- To familiarize and develop the skills in media and culture.
- To nurture the creativity mind of students to work in various sectors viz., creative industry, agriculture etc.
- To encourage research work in the field of media, culture and society.
- To create communication professionals such as designers, advertisers, content developers, film directors etc.
- To create entrepreneurs in the field of creative industries.

Ph.D. Thrust Areas:
a) Advertising and brand positioning.
b) Cultural studies.
c) Performing Arts.
d) Heritage documentation.

INTRODUCING NEW PROGRAMME

- **POST GRADUATE DIPLOMA IN COMMUNICATION & BUSINESS JOURNALISM (PGDCBJ)**

The School of Culture & Media is introducing one year Post Graduate Diploma in Communication & Business Journalism in collaboration with School of Entrepreneurship & Management with a directive to develop the skill of communication and journalism among the aspirant student. The diploma course is of one year with two semesters. It will enable students with the fundamental knowledge of communication and specifically in business Journalism.

Aims & Objectives:

The aim of this diploma is to develop dynamic Communication & Journalism Professionals. The program covers the basics of communication and Journalism, with special references to Business & Economic Environment. The Objectives of this program is to create potential career in the field of communication and Journalism.

Thrust Area:

The programme is emphasized in teaching the basics of business and economic environment nationally and internationally, the technicalities of writing and reporting business news and also the development of web designing skills.

Semester wise paper with credits:

Semester I	Credits	Semester II	Credits	
Communication and Media	3	Advertising	3	
Fundamentals of Journalism	3	Public Relations & Corporate Communication	3	
Business & Economic Environment	4	Online Journalism	4	
New Media	4	Business Journalism	4	
Project I- Communication*	2	Project II- Business Journalism**	2	
Total Credits	**16**	**Total Credits**	**16**	**32 credits**

Fees Structure:

SEMESTER	Admission Fees	Registration Fess	Tuition Fees	Utility Fee	Examination Fess	Lab Fee	Library	Total
I	1000	1000	7500	250	500	600	300	11,150
II	1000		7500	250	500	600	300	10,150
Total Fees								21,300

Intake Capacity:
Maximum Intake capacity = 30 nos.

3

Placement Cell

3.1 Overview

Training & Placement Cell plays a very vital role. It acts as a bridge between the theoretical books & the corporate world. Like, how an ironed suit and polished shoe makes a manager look professional likewise Training & Placement Cell conducts several activities throughout the year for the benefits of the students. Some of the activities are as follows:

Resume verification: All claims made by students in their resumes submitted for campus placement are duly verified by the Training & Placement Cell. The verification standards are uniform throughout the institute.

Employment enhancement programmes: The institute aims at giving its maximum benefits of getting groomed during their studentship. This includes, among others, the need to develop soft skill not only for facing placement interviews, but also to excel in their corporate careers in future. With this goal in mind, the Training & Placement Cell conducts several employability enhancement activities such as: Communication skill development and evaluation sessions, Mock group discussions and personal interviews, Industry oriented courses, etc.

Pre-Placement Talks (PPTs): PPTs are organized to make aware of the company, its value and mission. The job descriptions, selection procedures, salary packages and other details are discussed with the students so that they stay informed about the company.

Internships: Apart from the above, compulsory summer internship programs are conducted at reputed industries to give the students a firsthand experience of the professional world. Accordingly, at the end of the first year, each student undergoes a rigorous internship program.

Placement Season: The placement season begins in the month of September and continues till June.
Organization like Axis Bank ,Bandhan Bank, ICICI Bank, Bajaj Finance Limited, Reliance Retail, Jio Mart, Aditya Birla Fashion & Retail Limited, Bajaj   Finance, Aditya Birla Ltd., Landmark, ICICI Prudential, Sahulat Microfinance etc.

Our *Alumni* Entrepreneurs:

- Devaranjan Chutia (MBA Batch 2016-18) - HEUJ AGRO FARM,
- Monjit Neog (BBA Batch 2014-17) - ARUJ GREEN TEA

Placement for the MBA batch 2015-2017

Sl. No.	Name of the Students	Name of the Organisation with designation
1	Mrinal Jyoti Kumar	Axis Bank limited
2	Dhanjit Baro	Axis Bank limited

Placement for the MBA batch 2016-2018

Sl No.	Name of the Students	Name of the Organisation with designation
1	Bishwa Koch	Axis Bank Limited
2	Ankita Sonowal.	Axis Bank Limited
3	Swapnali Saikia	Axis Bank Limited
4	Swapnil Chetia	Axis Bank Limited
5	Dipjyoti	Axis Bank Limited

Placement for the MBA batch 2017-2019

Sl No.	Name of the Students	Name of the Organisation with designation
1	Niharika Das	CRO at Bandhan Bank
2	Priyangshu Dutta	CRO at Bandhan bank
3	Bablu chiring	CRO at Bandhan bank
4	Sameer Bordoloi	CRO at Bandhan bank

Placement for the MBA batch 2018-2020

Sl No.	Name of the Students	Name of the Organisation with designation
1	Emon Kalyan Bhuyan	Bandhan Bank Ltd.
2	Roon Sonowal	Bandhan Bank Ltd.

Placement for the MBA batch 2019-2021

Sl No.	Name of the Students	Name of the Organisation with designation
1	Gautam Kalita	Assistant Manager, PLCS GROWTH, BAJAJ FINSERV
2	Snehangku Sarma	Cashier Branch Operation, Bajaj Finance Limited
3	Rashid Ahmed	Executive, PLCS GROWTH, Bajaj Finance Limited

| 4 | Swapnil Saikia, | PLCS Growth Executive, Bajaj Finance Limited |
| 5 | Udippta Goswami | Assistant Manager, PLCS Growth, Bajaj Finance Limited |

Placement for the MBA batch 2020-2022

Sl No.	Name of the Students	Name of the Organisation with designation
1	Pritam Misra (Specialisation: HR & Finance):	Key Accounts Executive, Relience Retail, Jio Mart
2	Riya Misra (HR and Marketing):	Key Accounts Executive, Relience Retail, Jio Mart
3	Ashrafur Rahman (Marketing and Finance):	Management Trainee (Department Manager), Aditya Birla Fashion & Retail Limited

Placement for the MBA batch 2021-2023

Sl No.	Name of the Students	Name of the Organisation with designation
1	SUBHANKAR MAITRA Management Trainee	Aditya Birla Fashion & Retail Limited
2	NEELOTPAL DAS Sales Trainee - IA2	ITC Ltd

Placement of MCA students from 2021 to 2022

Sl No.	Name of the Students	Name of the Organisation with designation
1	Kankana Bhuyan	Assistant (PMAM), NHM (Pradhan Mantri Ayushman Bharat)
2	Anurag Shriwastava	PHP Developer, PPM Business Management Pvt. Ltd
3	Dimpi Borah	Web Developer, Webworx Asia
4	Mrinal Kanth Pandhi	Web Developer, Viprak Web Solutions, Gujarat
5	Chriranjib Kalita	Software Developer, Maddoc Technologies, Guwahati

4

PEOPLE AT ARGUCOM

4.1 **THE CHANCELLOR:** Shri Gulab Chand Kataria

Gulab Chand Kataria is the 31st Governor of Assam. Chief Justice Gauhati High Court Justice Sandeep Mehta administered the oath of office to the new Governor. Shri Gulab Chand Kataria hails from Udaipur, Rajasthan. He was the former Home Minister of Rajasthan and a leader of opposition in the Rajasthan Legislative Assembly prior to his appointment as the Governor. Some of the notable achievements credited to him are, he was the Home Minister in the Government of Rajasthan from 31st May 2004 to 8th December 2008 and again from 2015 to 2018. He was a senior leader of BJP from Rajasthan and was also a member of the central working committee of the party. He hails from Udaipur and has represented it in 9th Lok Sabha, from 1989-1991. He was also the Leader of the Opposition in the Rajasthan Legislative Assembly from 24th August 2002 to December 2003, again from 21st February 2013 to 10th December 2013, and from 17th January 2019 to 2023 till his appointment as the Governor. He served as the Education Minister of the State from 1993 to 1998. He also served as Public Works Department Minister from 8th December 2003 to 30th May 2004. He was the Panchayati Raj and Rural Development, Disaster Management and Relief Department Minister from 2013 to 2015. Gulab Chand Kataria was born to Late Hukmi Chand Kataria and Late Lahari Bai on 13th October 1944. He did his Masters in Geography from Mohanlal Sukhadia University, Udaipur. He studied Law also from Mohanlal Sukhadia University, Udaipur. He is married to Smt Anita Kataria and has 5 daughters. He also received the Excellent Teacher Award by Jiwanmal Nahata Memorial Trust, New Delhi on 5th September, 2006.

4.2 THE VICE CHANCELLOR: Prof. (Dr.) DEBABRATA DAS

Prof. (Dr.) Debabrata Das assumed office as the third Vice Chancellor of Assam Rajiv Gandhi University of Cooperative Management (ARGUCOM), Sivasagar, Assam on 8 March, 2022. Prior to joining as the VC of ARGUCOM, Prof. Das worked as a Member of Arunachal Pradesh Private Educational Institutions Regulatory Commission, Itanagar. He is a professor (currently on leave) in the Department of Business Administration, Tezpur (Central) University, Assam and held positions of Head of the department and Director of Tezpur University Centre for Open and Distance Learning. Earlier in this career, Prof. Das also served in Gauhati University and Rajiv Gandhi (central) University, Itanagar. A PhD. in Commerce, Prof. Das is a recipient of post doc fellowship under Indo-French programme of Co-operation in Social sciences at "Fondation Maison des Sciences de I'Homme", Paris in 2007. He was also a researcher under "Microfinance Researchers Alliance Program" funded by Ford Foundation at IFMR. Prof. Das also availed training on "Leadership for Senior Academicians" at Said Business School, Oxford University and NEIPA, New Delhi under LEAP, Ministry of Education, and Government of India in 2019. Prof. Das's research interests include financial management, co-operatives, microfinance, financial inclusion, livelihoods and allied areas. He authored/co-authored and edited 8 books, 85 research papers and number of articles. He also directed several research projects funded by UGC, ICSSR, Ministry of Tribal Affairs-GOI, IGNOU and Ford Foundation. He also co-ordinated UGC-SAP DRS I programme at the Tezpur University. He has served as chair/member of various national level committees/boards of UGC, AICTE, NAAC and government and member of statutory bodies of several universities, management institutes and colleges. He is also founder General Secretary of North East India Commerce and Management Association.

4.3 DEAN: Dr. Mridusmita Das

Dr. Mridusmita Das, Dean in charge, Assam Rajiv Gandhi University of Cooperative Management, Sivasagar. She was awarded a Ph.D. degree from Dibrugarh University in the year 2017 under the guidance of Late Dr. Chimun Kr. Nath, Dibrugarh University. Her Research area is Media Advertisements and Marketing Communication. She obtained her Master of Business Administration from the Visvesvaraya Technological University securing first-class with specialization in Marketing. Initially, she was appointed as Assistant Professor in the School of Entrepreneurship and Management, Assam Rajiv Gandhi University of Cooperative Management, in the year 2012. Thereafter she was appointed as a Dean (i/c) of three Schools of the Assam Rajiv Gandhi University of Cooperative Management in the year 2021.Apart from the field of academics she is actively

handling administration and related activities of the University. Four numbers of Ph.D. scholars are pursuing their research under her.

4.3 THE REGISTRAR: Dr. Rashida T Noorain

Dr.(Ms.) Rashida Tahira Noorain is presently holding the additional charge as Registrar (Admn) i/c. An alumnus of IIM Ahmedabad, she has done her PhD from Dibrugarh University, MBA from Tezpur University & BE from Jorhat Engineering College. She has worked at the Centre for Management Studies, Dibrugarh University & Assam Institute of Management prior to joining Assam Rajiv Gandhi University of Cooperative Management. She has been associated with the university since 2012.

4.4 THE FINANCE & ACCOUNTS OFFICER: Syed Parwaj Munnaf Ur Rahman

Syed Parwaj Munnaf Ur Rahman, has joined as the Finance and Accounts Officer (FAO) of Assam Rajiv Gandhi University of Cooperative Management (ARGUCOM), Sivasagar on 1st March, 2021. He had served as Cashier Cum Accountant at ARGUCOM from 10th September, 2012 to 28th February, 2021. Syed Parwaj had completed his M.Com degree in finance as specialization from Dibrugarh University. He has attended several National and International Seminars & also been involved as Resource Person in various training programs conducted by ARGUCOM.

SCHOOL OF ENTREPRENEURSHIP & MANAGEMENT

Sl. No.	Name	Area of Interest
1	Dr. Rashida T Noorain, BE-MBA-FDP (IIM-A), PhD	Operations Management, Work life Balance Quality Management
2	Dr. Mridusmita Das, MBA, PhD	Marketing Management, Advertising & Integrated Marketing Communications, Consumer Behaviour.
3	Mr. Subhasis Borpujari, M.Com (M.Phil, SLET, UGC-NET)	Microfinance & Financial Literacy, Rural Management, Accounting & Taxation.
4.	Ms. Amrita Devi, MA in Mass Communication & Journalism UGC-NET (Pursuing PhD from Assam Rajiv Gandhi University of Cooperative Management)	Public Relations And Advertising; Online Journalism, Communication
5	Jahnob Konwar, UGC-NET (Pursuing PhD from Gauhati University	Human Resource Development, Industrial Relations, Labour Legislations, Training & Development.
6	Bhuyashi M.Tech in Food Engineering and Technology, ICAR NET	Food Technology & Management

SCHOOL OF INNOVATION & TECHNOLOGY

Sl. No.	Name	Area of Interest
1.	Dr. Ranjan Sarmah, PhD	Networking, Databases, Artificial Intelligence & Bioinformatics
2.	Dr. Kuntala Boruah, PhD	DNA Computing, Bioinformatics
3.	Mr. Ankur Mahanta, MCA	Machine Learning, Data Science, Artificial Intelligence and Blockchain.
4.	Ms. Rituparna Borah, M.Tech (Pursuing PhD from Gauhati University)	Internet of things (IoT), Network Security, Machine Learning, Deep Learning, Cyber Security

SCHOOL OF PUBLIC POLICY & LAW

Sl. No.	Name	Area of Interest
1.	Dr. Deepom Baruah, (UGC-NET), PhD	Constitutional Law. Women & Child rights, Research Methodology
2.	Ms. Ipshita Kaushik, (UGC NET-JRF and Pursuing PhD from Gauhati University)	Corporate laws, IPR, Environmental law
4.	Ms. Bhupali Saikia (Pursuing PhD from NLU, Gujarat)	Business and Corporate Law

5

HOW TO APPLY

Important Instruction for filling up the Online Application form:

- Eligible candidates seeking admission to the various programs of ARGUCOM are required to fill the online application form and pay an application fees of Rs. 700/- (Rs. 350/- for ST/SC/PWD) via SBI collect (Link available in the website)
- No printed application form will be issued separately.
- Application fees are not refundable.
- It is to be noted that duly filled-in application form through online submission is mandatory for all candidates.
- Candidates are advised to go through the details carefully before filling in the online application form.
- Candidates are also requested to maintain a valid e-mail account and contact number throughout the selection process.
- The last date of online Application forms is 15th of June, 2023.

➢ **Scholarship to students under three (3) categories:**

In order to contribute to the policy of inclusiveness and access to education, the University proposes to establish scholarship schemes under three (3) categories;

1.   To PWD, ST-SC, BPL students enrolled in the various Master's Programmes w.e.f. semester commencing academic year 2023-24 as 35% waiver in the tuition fees component of the respective academic programmes

2.   To students engaged in Sports (National level awardee), enrolled in the various Master's Programmes w.e.f. semester commencing academic year 2023-24 as 50% waiver in the tuition fees component of the respective academic programmes.

3.   To students engaged in Cultural activity (National level awardee or equivalent awardee in activities/competitions conducted by National level organizations), irrespective of caste & creed, enrolled in the various Master's programmes w.e.f. semester commencing academic year 2023-24 as 50% waiver in the tuition fees component of the respective academic programmes.

The selection/equivalence criteria for point no. 2 & 3 will be evaluated by the Selection Committee as decided by the University from time to time.

For queries: Phone**:   70021-98067**(Admission Coordinator); Email: info.argucom@gmail.com; pro.argucom@gmail.com

For details visit: website: www.argucom.ac.in ;

**Address for Correspondence:**

Admission Coordinator: Assam Rajiv Gandhi University of Cooperative Management, Gadadhar Nagar, Basic Tinali, Joysagar, Sivasagar Assam, 785 665.