

Shivaji University, Kolhapur

Name of Department: Yashvantrao Chavan School of Rural Development

Name of Programme: MBA (Rural Management)

Vision:
The YCSRSD is proposed for upholding and fostering the values of creativity, integrity and excellence for rural development and rural management.
Mission:
YCSRSD would be one of the premier institutions involved in empowering the youth for rural development and rural management in the country. YCSRSD's mission is to promote sustainable and the equitable socio-economic development of rural people through professional management.
Program Outcomes:
<ol style="list-style-type: none">1. Ability to work in multi-disciplinary teams and functional areas of management.2. Enhance corporate correspondence through improving management skills3. Ability among students to achieve academic excellence and engross in lifelong learning4. Possess analytical and problem-solving skills to assess problems faced by businesses5. Apply conceptual business foundations to solve practical decision-making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments6. Use current techniques, skills, and tools necessary for managerial practice.7. Identify, formulate and solve complex management problems faced by textile industries within the territory.
Program Specific Outcomes:
<ol style="list-style-type: none">1. Post graduate students will get acquainted with required managerial skills to resolve real life business problems.2. Passing students will have the ability to emerge as entrepreneurs through extra-curricular activities.3. Students will be able to clearly understand the concepts and applications in the field of marketing, finance, human resource, operations and agribusiness.4. Post graduates will be able to explore their profession in Markets like logistics, Supply Chain Management, Retailing, banking and finance, manufacturing etc.5. To be able to get placed in organizations of repute either as research scholar, academician or

as an employee

6. To become managerial leaders in diverse organizations.

7. Apply Knowledge of contemporary issues affecting management fields

Course Outcomes

Part-I Semester-I

70602	Introduction to Rural Development	<ol style="list-style-type: none">1. Students are able to apply theoretical knowledge of development for rural poverty eradication.2. Students are able to interpret and examine the governmental budgetary provision for rural development.3. Students are able to evaluate governmental strategies and policies regarding rural development.4. Students are able to generate self-employment through agriculture in rural area.5. Students are able to discover the potentiality of rural culture and composition for eco-friendly life.
70603	Economic Analysis for Rural Management	<ol style="list-style-type: none">1. Student is able to interpret the concepts of Demand in order to understand the nature of demand.2. Student is able to evaluate the cost and revenue of firms and industries.3. Student is able to practice the various the pricing practices in real business.4. Student is able to compare the different factor pricing methods.5. Student is able to develop the budgeting techniques for investment decision.
70604	Quantitative Methods for Rural Development	<ol style="list-style-type: none">1. Student is able to understand the basic concepts of Quantitative Methods.2. Student is able to collect and represent the collected data.3. Student is able to use of statistical techniques in rural studies.4. Students will be able to analyze and interpret qualitative data.5. A student should be able to develop problem solving skills.
70605	Financial, Cost and Management	<ol style="list-style-type: none">1. Student is able to analyze the Financial Accounting

	Accounting	<ol style="list-style-type: none"> 2. Student is able to select the Accounting for Non-trading Organizations 3. Student is able to evaluate the Cost Accounting for Rural Enterprises 4. Student is able to apply Management Accounting and Decision Techniques 5. Student is able to measure the Marginal Costing and CVP Analysis
70606	Principles and Practices of Rural Management	<ol style="list-style-type: none"> 1. Student is able to develop the organizational structure 2. Student is able to build the delegation of authority chart 3. Student is able to create right staffing pattern 4. Student is able to apply the proper corporate governance structure 5. Student is able to evaluate the appropriate ethical practice for organisation
70607	Organizational Behaviour	<ol style="list-style-type: none"> 1. Describe why Managers Require Knowledge of Organisational Behavior and identify Key Elements, Nature and scope of Organisational Behavior 2. Describe the Need and significance of Motivation, Leadership, job stress in Modern organisation 3. To analyse Group and Group Dynamics 4. To analyse the necessity of Organisational change and organisational Development 5. Explain how organizational change and culture affect working relationships within organizations.
70608	Business Communication	<ol style="list-style-type: none"> 1. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations. 2. Participate in team activities that lead to the development of collaborative work skills. 3. Select appropriate organizational formats and channels used in developing and presenting business messages. 4. Communicate via electronic mail, Internet, and other technologies. 5. Deliver an effective oral business presentation.
70609	Computer Applications for Rural Management	<ol style="list-style-type: none"> 1. Apply the knowledge and tools of computer and internet basics in business organizations.

		<ol style="list-style-type: none"> 2. Create word, excel documents and use it for business applications. 3. Create and present a basic PowerPoint presentation with animations and transitions. 4. Analyse the e commerce businesses and their applications. 5. Analyse the role and challenges of e governance in Rural India.
Part-I Semester-II		
70610	Economic Environment and Policy	<ol style="list-style-type: none"> 1. Student is able to explain the interrelationships among the various macroeconomic variables. 2. Student is able to develop different national accounting systems. 3. Student is able to analyze the importance of consumption and investment function in development process. 4. Student is able to interpret the effects of Inflation, Business Cycle on economy. 5. Student is able to illustrate the role of international organizations in economic development.
70611	Research Methodology	<ol style="list-style-type: none"> 1. Students shall able to understand some basic concepts of research and its methodologies 2. Develop an understanding of various research designs and techniques. 3. Identify various sources of information for literature review and data collection. 4. Perform data analysis and its interpretations 5. Independently be able to search for, integrate and critically assess research information
70612	Operations Research	<ol style="list-style-type: none"> 1. Student is able to get the basic knowledge and skills of operations research and its application. 2. Student is able to understand the mathematical tools that are needed to solve optimization problems 3. Student is able to formulate a real problem as a mathematical programming model. 4. Student is able to solve specialized linear programming problems like the transportation, assignment, game problems. 5. Student is able to develop a report that describes the model and the solving technique, analyze the results and

		propose recommendations in language understandable to the decision-making processes
70613	Marketing Management in Rural Perspective	<ol style="list-style-type: none"> 1. Student is able to analyze the Marketing environment 2. Student is able to select the appropriate market segmentation 3. Student is able to evaluate the consumer behavior 4. Student is able to create right product mix 5. Student is able to make better pricing decisions
70614	Financial Management in Rural Perspective	<ol style="list-style-type: none"> 1. Student is able to analyze the Financial Management 2. Student is able to apply Sources of Finance 3. Student is able to compare the Financial Statement Analysis 4. Student is able to measure the Working Capital for Rural Enterprises 5. Student is able to make Capital Budgeting for Rural Enterprises
70615	Human Resource Management in Rural Perspective	<ol style="list-style-type: none"> 1. Describe why Managers Require Knowledge of Human Resource Management and identify Key Elements, Nature and scope of Human Resource Management 2. Discuss the Human Resource planning and explain how HR Planning can Help companies deal with Demand and supply of Human Resource 3. Discuss workplace and learning and explain how training can help to Organisation 4. To analyse compensation system duly aligned with the organisational need 5. Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness.
70616	Operations Management in Rural Perspective	<ol style="list-style-type: none"> 1. Student is able to analyse the practical concepts of manufacturing and service operations. 2. Student is able to solve problems regarding facility management. 3. Student is able to implement the Production planning and inventory management concepts. 4. Student is able to analyse various farming methods and agriculture supply chain.

		5. Student is able to experience agro processing industries and emerging technologies in agriculture.
70617	Agriculture Business Management	<ol style="list-style-type: none"> 1. Student is able to applying basic principles of management in agri- business. 2. Student is able to identify concepts relating to risk management, human resources and financial aspects. 3. Student is able to critically discuss the perspectives and shortcomings of sustainability approaches in Agri-business. 4. Student is developing their own plans and techniques of business & marketing. 5. Student is professionally developing themselves as entrepreneur in agri-business field.
Part-II Semester-III		
71893	International Business Management	<ol style="list-style-type: none"> 1. To analyse the domestic and foreign Environment in the context of International business 2. Analyse, interpret the concept of Regional Economic integration and compare different Trade blocs 3. Identify instruments of Trade protectionism and evaluate them in the context of foreign trade 4. Asses role of International economic institutions in world trade 5. Summaries the role and characteristics of MNCs' in the International Business
71894	Strategic Management for Rural Industries	<ol style="list-style-type: none"> 1. Student is able to scan business environment and make organizational appraisal 2. Student is able to analyze strategies at different business levels 3. Student is able to apply rural strategies 4. Student is able to formulate business strategies 5. Student is able to evaluate and control strategic issues
71895	Management Control System	<ol style="list-style-type: none"> 1. Student is able to analyze the Management control system 2. Student is able to map the Management control techniques 3. Student is able to apply measurement of performance 4. Student is able to evaluate Management control in

		<p>various organization</p> <p>5. Student is able to formulate the Management control in decentralized organizations</p>
71897	Buying Behaviour and Brand Management	<p>1. Student is able to map the consumer behavior</p> <p>2. Student is able to analyze individual and social influence on buying behavior</p> <p>3. Student is able to create better system for industrial buying situations</p> <p>4. Student is able to apply branding building strategies</p> <p>5. Student is able to solve the real world Marketing problems based on buyer behavior</p>
71898	Retail and Rural Marketing	<p>1. Student is able to analyze the different retail formats</p> <p>2. Student is able to design retail strategy</p> <p>3. Student is able to apply proper retail technology</p> <p>4. Student is able to create right rural Marketing strategy</p> <p>5. Student is able to solve the problems in rural input marketing</p>
71899	Indian Financial System	<p>1. Student is able to analyze the Indian financial system</p> <p>2. Student is able to evaluate financial markets and services</p> <p>3. Student is able to apply other financial services</p> <p>4. Student is able to evaluate the micro finance institutions</p> <p>5. Student is able to formulate promotion of linkages in rural development initiatives</p>
71900	Financial Decision Analysis and Investment Management	<p>1. Student is able to analyze the Investment management</p> <p>2. Student is able to map the Risk and Return</p> <p>3. Student is able to apply Capital Budgeting</p> <p>4. Student is able to measure Capital Structure Decision and Dividend Decision</p> <p>5. Student is able to formulate the Dividend policy in practice</p>
71901	HR planning and procurement	<p>1. Collaborate with organization, in the development, implementation, and evaluation of</p>

		<p>organizational Strategies.</p> <p>2. Facilitate and communicate the human resources component of the organization's business plan.</p> <p>3. To analyze, Develop & Evaluate Job Analysis & Description</p> <p>4. Contribute to the development and evaluation of employee recruitment, selection, Induction and retention plans and processes.</p> <p>5. Conduct research, produce reports, and recommend changes in human resources practices.</p>
71902	Human Resource Development	<p>1. Evaluate the organizational and individual costs and benefits of training and development</p> <p>2. Analyze and apply training methods and Principles for the delivery of training programs</p> <p>3. To analyze the concept of performance management and Evaluate its role in contemporary organizations</p> <p>4. To analyze role of HR department in the career management of Employees</p> <p>5. Outline role of Promotion, Transfer & Demotion in organization</p>
71903	Production Planning and Control	<p>1. Apply forecasting techniques to predict the production demand for an organization.</p> <p>2. Apply principles and techniques in the design, planning and control of production system.</p> <p>3. Optimize use of resources in achieving production objectives.</p> <p>4. Identify different strategies employed in manufacturing and service industries to plan production and control inventory.</p> <p>5. Identify likely areas for improvement, develop and implement improved planning and control methods for</p>

		production systems.
71904	Inventory Management	<ol style="list-style-type: none"> 1. Describe the functions and costs of an inventory system. 2. Plan the inventory according to order quantity, reorder point and safety stocks. 3. Implement selective inventory control techniques in production organization. 4. Analyse the scope of implementation for improved inventory management techniques. 5. Analyse the world class manufacturing system parameters.
71905	Basics of Agribusiness	<ol style="list-style-type: none"> 1. Student is able to applying managerial principles in agribusiness. 2. Student is able to identify concepts relating to agribusiness networking and agri-business value chain. 3. Student is able to expand their decision making ability. 4. Student is able to developing their own plans and techniques of business & marketing. 5. Student is able to professionally developing themselves as entrepreneurship in agro based industries.
71906	Agripreneurship	<ol style="list-style-type: none"> 1. Students are professionally develop themselves for agri-business 2. Students are able to transform tradition agriculture to modern agriculture 3. Students are able to utilize their power and intellectual excellency for society welfare 4. Students are able to develop themselves as entrepreneur

		5. Students are able to apply their Agripreneur skill for agriculture development.
	Project Report and Viva Voce	<ol style="list-style-type: none"> 1. Demonstrate knowledge of contemporary issues in their chosen field of research. 2. Student is able to develop the capabilities and knowledge of students in the areas related to rural development. 3. Students can acquire relevant skills required to develop students to become efficient professionals in academics, research and industry 4. To enhance communication and leadership skills to foster competence and excellence among the students. 5. Demonstrate an ability to present and defend their research work to a panel of experts.
Part-II semester-IV		
71907	Rural Entrepreneurship Development	<ol style="list-style-type: none"> 1. To Analyze Entrepreneurship characteristics and evaluate it as a career 2. Develop business idea and evaluate it with SWOT analysis along with feasibility and Viability 3. Identify the functional problems of the innovative product and services 4. Interpret the policies and organization involved for entrepreneurial support available in India 5. Summaries the opportunity for entrepreneurship Development
71908	Business Ethics	<ol style="list-style-type: none"> 1. Student is able to analyze business ethics 2. Student is able to evaluate management and ethics 3. Student is able to corporate social responsibility 4. Student is able to corporate governance 5. Student is able to the ethics in Indian and global business

71909	Legal Environment and Cooperative Laws	<ol style="list-style-type: none"> 1. Student is able to analyse legal environment of business in Indian context. 2. Student can analyse the basic laws and amendments required for running a business. 3. Student is able to apply the knowledge of RTI and consumer protection act. 4. Student can evaluate changing scenario of cooperative laws. 5. Student is able to find the opportunities of agri commodity in regulated market.
71910	Global Quality System	<ol style="list-style-type: none"> 1. Explain the different meanings of the quality concept and its influence. 2. Describe, distinguish and use the several techniques and quality management tools. 3. Explain the phases of a quality system certification process. 4. Implement the modern quality techniques to help improve the production quality. 5. Analyse a measuring process for the established quality requirements.
71911	Advertisement and Customer Relationship Management	<ol style="list-style-type: none"> 1. Student is able to analyze different promotional mix 2. Student is able to evaluate promotion strategies 3. Student is able to solve the real world problems in advertising 4. Student is able to create right promotion strategies 5. Student is able to build the customer relationship management strategies
71912	Marketing Strategies and Contemporary issues	<ol style="list-style-type: none"> 1. Student is able to analyze rural marketing environment 2. Student is able to apply rural marketing strategy

		<p>3. Student is able to evaluate contemporary business practices</p> <p>4. Student is able to solve real world problems of contemporary issues in rural situations</p> <p>5. Student is able to create rural sustainable strategic model</p>
71913	Project Planning and working Capital Management	<p>1. Student is able to analyze project planning and financing</p> <p>2. Student is able to evaluate estimation of total cost of a project</p> <p>3. Student is able to apply management of working capital components</p> <p>4. Student is able to analysis of the Banking Structure and performance measurement</p> <p>5. Student is able to create rural Management of Banking Organization</p>
71914	Banking, Insurance and Microfinance	<p>1. Student is able to analyze Co-operative development</p> <p>2. Student is able to evaluate Banking and Innovative services</p> <p>3. Student is able to apply Insurance Services</p> <p>4. Student is able to Analysis of the Micro-Credit and Enterprises</p> <p>5. Student is able to measure the Management of Micro finance Institutions</p>
71915	Employee Remuneration	<p>1. Analyze the significance of Wage & Salary Administration for employers and employees with its components</p> <p>2. Analyse administrative complexities of Wage and salary administration providing a holistic view of benefits to employees and the means of delivering</p>

		<p>these benefits</p> <ol style="list-style-type: none"> 3. Evaluate incentives and benefits packages that supports the organization's strategy in line with HRM cost-management policies and practices 4. Outline the compensation analysis and design compensation schemes that are cost effective, that increase productivity of the work force, and comply with the legal framework 5. Analyse Social Security Laws in Indian context relevant with compensation
71916	Employee Relations and Labour Laws	<ol style="list-style-type: none"> 1. Analyse the Industrial Relations approaches and legal and ethical issues involved in it 2. Evaluate Trade union movement and its future role 3. Outline the instruments used in industrial relations by employers and employees 4. Analyze the notion of Labour Laws and their Socio-economic environment 5. Assess laws dealing with employee relations and analyze how harmony can be maintained at work place
71917	Purchasing and Supply Chain Management	<ol style="list-style-type: none"> 1. Student is able to analyze the purchasing function of a firm. 2. Student is able to apply various concepts in international purchasing and handling. 3. Student is able to apply logistics and supply chain concepts to improve operations. 4. Student is able to use the concepts of Information Technology in supply chain. 5. Student is able to manage inventory and risk in supply chain.
71918	Project Management	<ol style="list-style-type: none"> 1. Student is able to analyse various types of projects. 2. Student is able to apply various tools and techniques

		<p>of project planning and scheduling.</p> <p>3. Student is able to apply project implementation and control methods.</p> <p>4. Student is able to execute the monitoring, evaluation of a project.</p> <p>5. Student is able to successfully implement the project from initiation to termination.</p>
71919	Global Agribusiness Logistics	<p>1. Student can analyze the supply chain of agri commodities in India.</p> <p>2. Student is able to apply various concepts in international trading.</p> <p>3. Student is able to apply the knowledge of export import policy.</p> <p>4. Student is able to use the concepts of financing aspects in international logistics.</p> <p>5. Student is able to analyse the agribusiness practices in selected countries.</p>
71920	Agro processing, Packing and Quality Control	<p>1. Analyse various agro processing industries for problems and development measures.</p> <p>2. Apply good packaging and labeling for better post-harvest handling.</p> <p>3. Analyse various types of agro processing industries and their management problems.</p> <p>4. Analyse socio economic impacts of rural industrialization in India.</p> <p>5. Find the better location and layouts for warehouses for better quality of agri commodities.</p>