



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020
MBA- RURAL MANAGEMENT - III SEMESTER (2022-2024)

MBAI301C ADVANCED HUMAN VALUES AND PROFESSIONAL ETHICS

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME							CREDITS		
			THEORY			PRACTICAL			L		T	P
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MBAI301C	AECC	Advanced Human Values and Professional Ethics	60	20	20	-	-	3	-	-	3	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; AECC- Ability Enhancement Compulsory Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of “right” and “good” in individual, social and professional context

Examination Scheme

The internal assessment of the students’ performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Help the students to understand right conduct in life.
2. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect personal and professional life.

COURSE CONTENT

Unit I: Inculcating Values at Workplace

1. Values: Concept, Sources, Essence
2. Classification of Values.
3. Values in Indian Culture and Management: Four False Views, Value Tree
4. Eastern and Western Values; Values for Global Managers

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***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit II: Professional Ethics

1. Ethics: Concept, Five P's of Ethical Power, Organisational Tools to Cultivate Ethics
2. Theories of Ethics: Teleological and Deontological
3. Benefits of Managing Ethics in an Organisation
4. Ethical Leadership

Unit III: Indian Ethos and Management Style

1. Indian Ethos and Workplace
2. Emerging Managerial Practices
3. Ethical Considerations in Decision Making and Indian Management Model
4. Core Strategies in Indian Wisdom and Ethical Constraints

Unit IV: Human Behavior – Indian Thoughts

1. Guna Theory
2. Sanskara Theory
3. Nishkama Karma
4. Yoga: Types, Gains; Stress and Yoga

Unit V: Spirituality and Corporate World

1. Spirituality: Concept, Paths to Spirituality
2. Instruments to achieve spirituality
3. Vedantic Approach to Spiritual and Ethical Development
4. Indian Spiritual Tradition.

Suggested Readings

1. Kausahl, Shyam L. (2006). *Business Ethics – Concepts, Crisis and Solutions*. New Delhi: Deep and Deep Publications Pvt. Limited
2. Murthy, C.S.V. (2012). *Business Ethics –Text and Cases*. Himalaya Publishing House: Mumbai
3. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. Oxford university press
4. D.Senthil Kumar and A. SenthilRajan (2008). *Business Ethics and Values*. Himalaya Publishing House: Mumbai

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MBAI302C PROJECT MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MBAI302C	CC	Project Management	60	20	20	-	-	3	-	3		

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; CC- Core Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

The course is intended to develop the knowledge of the students in the management of projects. It is aimed at imparting knowledge on managing entire life cycle of a project – from conceptualization to commissioning.

Examination Scheme

The internal assessment of the students’ performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Understanding of various phases in a project life cycle.
2. Ability to establish feasibility of a project and various methods of project financing
3. Learn to organize and coordinate with different functions for successful project implementation
4. Develop ability to monitor and control projects, and risks involved.

COURSE CONTENT

Unit I: Concept of Project

1. Overview, key concepts, classification, characteristics of project
2. Project life cycle and its phases
3. Project feasibility: project identification, market and demand analysis, technical analysis, and technology selection

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Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course

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Unit II: Project Feasibility and Investment Evaluation

1. Project cost estimate
2. Project appraisal: time value of money, project cash flows, payback period, cost of capital, project rate of return
3. Sources of financing
4. Optimum capital structure and it's theories
5. Investment decision rule

Unit III: Project Implementation

1. Project planning and scheduling
2. Network analysis, construction of networks
3. Time-cost trade-off and crashing of projects
4. Resource allocation using network analysis, resource leveling
5. Project contracting: types of contracts in projects, steps in project contracting

Unit IV: Human and Social Aspects of Managing Projects

1. Project organization
2. Project leadership: motivation, communication, conflict handling in projects
3. Social cost-benefit analysis, UNIDO approach

Unit V: Project Review and Administrative Aspects

1. Project monitoring and control, variance analysis, performance analysis
2. Abandonment analysis
3. Computer based project management & PMIS

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Suggested Readings

1. Chandra, P. (2011). *Project Planning: Analysis, selection, implementation and review*. New Delhi: Tata McGraw Hill.
2. Choudhury S. (2017), *Project Management*. Chennai: McGraw Hill Education (I) Pvt. Ltd.
3. Singh, N. (2003). *Project Management and Control*. New Delhi: Himalaya Publishing House.
4. Nicholas, J.M. (2008). *Project Management for Business and Technology: Principles and practice*. Pearson Publication.
5. Gray, C.F., Larson, E.W. and Desai, G.V. (2010). *Project Management: The managerial process*. New Delhi; Tata McGraw Hill.
6. Pinto, J. (2010). *Project Management: Achieving Competitive Advantage*. New Jersey: Pearson.
7. Abrol, S. (2010). *Cases in Project Management*. New Delhi: Excel Books
8. Maylor, H. (2017). *Project Management*. New Jersey: Pearson.

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MBARM301 RURAL CONSUMER BEHAVIOR

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBARM301	DSE	Rural Consumer Behavior	60	20	20	-	-	3	-	3	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of this course is to help students gain an understanding of various aspects of rural and urban Consumer Behaviour and their application and also make the students familiarize with CRM concepts and components.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

Provide knowledge of various disciplines contribution in understanding rural and urban buying behavior in a holistic manner and develop action plan for rural products.

COURSE CONTENT

Unit I: Introduction to Consumer Behavior

1. Concept -Types of consumers-Current Trends in consumer behaviour
2. Approaches to studying Consumer Behaviour - Inter -disciplinary analysis
3. Consumer Behaviour applications in designing marketing strategies
4. Problems in studying Consumer Behaviour.

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MBARM301	DSE	Rural Consumer Behavior	60	20	20	-	-	3		-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

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Unit II: Internal Determinants of Consumer Behaviour

1. Motivation,
2. Learning
3. Perception
4. Attitude
5. Personality and life style.

Unit III: External Determinants of Consumer Behaviour

1. Family
2. Social Class Reference Group and Opinion Leader
3. Diffusion of innovations
4. Culture and Subculture

Unit IV: Consumer Decision making Process

1. Consumer Dissonance – Consumer Decision Making Models
2. Howard Sheth Model-EKB Model
3. Organisational Buyer Behaviour and Influences on Organisational Buyer Behaviour.

Unit V: CRM Concept and Components

1. Evolution and Development, Challenges in implementing CRM
2. CRM Strategy cycle
3. CRM Program measurement and Tools
4. CRM practices in Banking, Insurance and Retail.

Suggested Readings

1. Assel, H (2008). Consumer Behaviour. Boston: Cengage Learning.
2. Blackwell et al (2008). Consumer Behavior. India: Cengage Learning.
3. Batra, Satish & Kazmi (2008). Consumer Behaviour. New Delhi: Excel Books.
4. Nair, S. R (2017). Consumer Behaviour in Indian Perspective. Hyderabad: Himalaya Publishing House.
5. Schiffman, L. G. & Kannuk, L.L (2007). Consumer Behaviour. Prentice Hall of India.

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MBARM302 RURAL EXPORTS, PROCEDURES AND DOCUMENTATION

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MBARM302	DSE	Rural Exports, Procedures and Documentation	60	20	20	-	-	3	-	3		

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

To provide an understanding of the nature of export-import business and trade regulations and to explain the trade procedures and documentation involved in an international business.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Students will be able to describe the basics of export – import business and trade regulations.
2. Students will be able to understand the various registration procedure to select an appropriate product to export.

COURSE CONTENT

Unit I: Meaning and Definition of Export

1. classification-strategy and preparation for export marketing
2. Export marketing Organizations, Registration formalities-IEC-RCMC-export licensing
3. Selection of Export Product-Identification of Markets
4. Methods of Exporting, Pricing Quotations, Payment terms-letter of credit

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MBARM302	DSE	Rural Exports, Procedures and Documentation	60	20	20	-	-	3		-	3	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit II: Export Procedure

1. Starting an export firm- selection of an export product, market and buyer- Registration procedure with sales Tax
2. Central exercise and various boards and councils.
3. Quality Control and Pre-shipment; inspection concept scheme and procedures
4. Export Promotion Councils; Commodity Boards/Product Export Development Authorities; Specific Service Institutions

Unit III: Export Documents

1. EXIM code number, Elements of export contract, Incoterms-Terms of payment and letter of Credit.
2. Export Documentation, Types of documents-Transport, Negotiation and insurance documents.
3. Processing of an Export Order, World Shipping - Structure, Liners and Tramps
4. Conference System Freight; and Structure- Containerization and other developments, International Agreements and Conferences on Sea Transport. Concepts of Dry Port, Containerization, Air Transport: International set-up, Freight rate structure-Role of Clearing and Forward Agents

Unit IV: Sources of Finance

1. Role of commercial bank, EXIM Bank, ECGC and others
2. Export Promotion Schemes
3. Insurance for Export-Types
4. Export credit insurance

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MBARM302	DSE	Rural Exports, Procedures and Documentation	60	20	20	-	-	3		-	3	

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***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit V: Risk Management

1. Types of Risks-mitigation methods. Documentation for Availing Export Incentives - Duty Drawbacks
2. Foreign Exchange Regulations and Formalities
3. Role of State Trading Organizations in Foreign Trade
4. Export Processing Zones; Export Oriented Units and Export and Trading House Schemes.

Suggested Readings

1. Khurana, P.K (2017). Export Management, Galgotia Publishing Company
2. C. Rama Gopal (2019). Export Import Procedures Documentation and Logistics, New Age International Pvt Ltd.
3. Paul Justin, Aserkar Rajiv (2013). Export Import Management, Oxford, Second Edition.

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MBARM303 MANAGEMENT OF COOPERATIVES AND COLLECTIVES

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBARM303	DSE	Management of Cooperatives and Collectives	60	20	20	-	-	3	-	3	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

Students will be able to

1. To enable them to understand the principles, legislation and process of formation of cooperation.
2. To enable them to understand principles and need of cooperatives.
3. To facilitate them to understand the types of cooperatives
4. To provide insights on financing and management of cooperatives
5. To be aware of the insurance schemes for rural areas.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

At the end of the course, the students are expected to

1. Discuss and describe the principles, legislation and process of formation of cooperation
2. Demonstrate the knowledge about principles and need of cooperatives
3. Identify and suggest appropriate type of cooperative for a village
4. Evaluate the right source of finance for the agribusiness
5. Demonstrate knowledge on insurance schemes and facilitate in choosing the best insurance product

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MBARM303	DSE	Management of Cooperatives and Collectives	60	20	20	-	-	3		-	3

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***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

Unit I: Introduction to Cooperation

1. Principles of cooperation,
2. Process of cooperative formation,
3. Cooperative legislation.

Unit II: Introduction to Cooperatives:

1. Governance in agribusiness cooperatives,
2. management of cooperatives,
3. principles of cooperatives,
4. need for cooperatives,
5. overview of agribusiness cooperatives

Unit III: Types of Cooperatives:

1. Credit cooperatives, production/processing-based cooperatives,
2. cooperative marketing, dairy cooperatives, tribal cooperatives

Unit IV: Financing & Management of Cooperatives:

1. Financing agribusiness cooperatives,
2. Business development planning for cooperatives,
3. MIS for agribusiness cooperatives,
4. Collective action and leadership in cooperatives,
5. Promotion of cooperative movement-education and training

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***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit V: Insurance Schemes for Rural areas:

1. Rural Insurance and Insurance for weaker sections of society
2. Need for rural insurance, Marketing of Insurance Products – Selling Processes;
3. Crop insurance, health insurance, livestock insurance, general insurance, life insurance, recent government schemes in rural insurance.

Suggested Readings

1. Kamat, G.S., New Dimensions of Cooperative Management, Himalaya Publishing House, New Delhi.
2. Kapoor, D.R. Hand book of Cooperative Audit, Anmol Publications Pvt., Ltd., New Delhi.
3. Nakkiran, S. (1998). Cooperative Management-Principles and Techniques. New Delhi: Deep & Deep Publications Pvt. Ltd.
4. Rajkumar, P.K (2008). Agriculture Finance in India, The Role of NABARD. Ingram.

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MBARM304: RURAL COMMUNITY RESILIENCE AND DISASTER RISK MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MBARM304	DSE	Rural Community Resilience and Disaster Risk Management	60	20	20	-	-	3	-	-	3	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course, DSE: Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

1. To help students to understand about community resilience and disaster risk management
2. To familiarize students with international frameworks.

Examination Scheme

The internal assessment of the students’ performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. The students will be able to explain the types, causes, consequences, and controls of disasters.
2. The students will be able to gain understanding towards international frameworks.

COURSE CONTENT

Unit I: Introduction

1. Concepts and Definitions of hazard, disaster, vulnerability, resilience, and risks.
2. Classification of Disasters, brief introduction of Geological Disasters (earthquakes, landslides, Tsunami, mining), Hydro-Meteorological disasters (floods, cyclones, lightning, thunderstorms, hail storms, avalanches, droughts, cold and heat waves)
3. Biological disasters (epidemics, pest attacks, forest fire), Technological disasters (Chemical, industrial, radiological, nuclear), Man-made disasters (building collapse, rural and urban fire, road and rail accidents)
4. Global disaster trends- Emerging risk of disasters, Climate change and urban disasters.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBARM304	DSE	Rural Community Resilience and Disaster Risk Management	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course, DSE: Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit II: Disaster Management Cycle, Risk Reduction and Managing Risks

1. Disaster Management Cycle, Principles of risk management, hazard and vulnerability mapping and analysis(physical, social, organizational, economic and technological)
2. Developmental Projects (dams, power plants, etc) and risk management
3. Evacuation, Communication, Search and Rescue; Emergency Operation Centre-Incident Command System; Relief and Rehabilitation
4. Post-disaster Damage and needs assessment; Restoration of critical infrastructure, Early recovery- Reconstruction and Redevelopment

Unit III: Disaster Risk Reduction Tools and Capacity Building

1. Prevention and Mitigation of Disasters, Early Warning System; Preparedness, Adaptive Ecosystems Management for Disaster Risk Reduction; Awareness during disasters; Geo-informatics in disaster management (RS, GIS, GPS)
2. Disaster communication systems (early warning and its dissemination); Land use Planning and Development, Disaster Safe Designs and Constructions; Structural and Non-structural mitigation of disasters, Disaster Risk Transfer and Financing, Role of print and electronic media during disasters
3. Community based disaster risk reduction, health issues and hospital preparedness and response
4. Systems approach in disaster management, disasters and ecosystems: Climate Change and Ecosystems based Management for Disaster Risk Reduction and Resilience

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBARM304	DSE	Rural Community Resilience and Disaster Risk Management	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course, DSE: Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit IV: Disaster Management in India

1. Disaster Management in India, Disaster Management Act 2005, National guidelines and plans on disaster management, Role of government (local, state and national), non-government and inter-governmental agencies
2. National Disaster Management Authority (NDMA), National Institute of Disaster Management (NIDM)
3. State Disaster Management Authorities
4. National Disaster Response Force, Institutional arrangements during disasters.

Unit V: International Frameworks

1. International Agencies (International Space Charter, UNISDR)
2. International Strategy for Disaster Reduction; Hyogo Framework (2005-2015), Sendai Framework (2015-2030)
3. S&T Institutions for disaster management in India
4. MDGs and SDGs and India's commitment at International Fora-COP 21

Suggested Readings

1. Bhandani, R.K. (n.d). *An Overview on natural & man-made disasters and their reduction, CSIR, New Delhi*
2. Kapur, A, et. al. (2005). *Disasters in India Studies of Grim Reality*. Rawat Publishers: Jaipur
3. <https://www.un.org> development desa policy under takenundfthinkpieces 3_disaster_risk_resilience.pdf. Accessed on 12.06.2019

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MBARM305 INTRODUCTION TO PRODUCT AND BRAND MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBARM305	DSE	Introduction to Product and Brand Management	60	20	20	-	-	3	-	3	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

To familiarize with concepts of product strategy and planning and to provide insights on brand promotion and brand strategy.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Students will be able to prepare strategic action plan for rural products.
2. Students will be able to understand branding of rural products and how to position rural brands.

COURSE CONTENT

Unit I: Product Strategy and Planning

1. Product and Market Focused Organizations
2. Product and Market Evolution
3. Product Life Cycles

Unit II: Introduction to Competitive Structure

1. Defining the Competitive Set
2. Category Attractiveness Analysis,
3. Competitor Analysis and Customer Analysis

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBARM305	DSE	Introduction to Product and Brand Management	60	20	20	-	-	3	-	3	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; **DSE-** Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit III: Product Strategy, Product Offering and Analysis

1. Developing Product Strategy, New Product Development,
2. Designing the Offer, Market and Sales Potential,
3. Pricing Decisions, Advertising and Promotion decisions
4. Concept of Product Testing, Financial Analysis for Product Management

Unit IV: Brands, Branding and Brand Equity

1. Introduction to Brands and Branding, Rationale for Building Brands
2. Types of Brands, creating a Brand Designing Brand Identity using Kapferer’s Identity Prism,
3. Customer Brand Building Equity Model, Strategic Brand Wheel and Maps, Brand Mantras
4. Organization and Branding, Brand Equity and Building Brand Equity, Measuring Brand Equity.

Unit V: Brand Positioning and Brand Strategy

1. Brand Positioning, Consumer Behavior, Crafting Brand Positioning Strategy
2. Building Marketing Programs for Brands, E-Branding and building Online Brands
3. Brand Strategies including Line and Category Extensions
4. Umbrella Branding and Managing the Brand Architecture

Suggested Readings

1. Russel, Lehman (2009). Product Management. New Delhi:TMH.
2. Mathur, U C (2010) Product and Brand Management. New Delhi:Excel Books.
3. Wiley Baker & Hart S (2010). Product Strategy and Management. New Delhi: Pearson.
4. Karl, Ulrich(2009). Product Design and Development. New Delhi: TMH.
5. Majumdar, Ramanuj(2003)Product Management in India. New Delhi: Prentice Hall
6. Keller, Kevin Lane (2011).Strategic Brand Management: Building Measuring & Managing Brand Equity. England: Pearson Education.
7. Noel, Kapferer Jean (2008)Strategic Brand Management Kogan Page.
8. Prabhu TL, Guru M. (2019). Rural Marketing Strategy: Product Marketing Strategies for Rural Areas in India. Kindle Edition

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MBARM306 MICROFINANCE MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MBARM306	DSE	Microfinance Management	60	20	20	-	-	3	-	-	3	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

To enable the students to understand the rural financial systems. To provide insights on financial inclusion. To familiarize students with challenges and prospects in rural banking. To provide basic understanding of concept of micro finance and to acquaint students on Rural Insurance and Finance schemes.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Help the students to Comprehend rural financial systems
2. To equip students with understanding the concept of financial inclusion and rural banking.
3. Facilitate the people in insuring and provide suggestions on available finance schemes, Source finance appropriately

COURSE CONTENT

Unit I: Introduction to Rural Financial Systems

1. Rural Credit and Role of Banking System
2. Function and policies of NABARD in Rural Banking; Role, refinance support
3. Lead bank approach, State level and District level Credit committees.
4. Rural Credit Institutions; Co-operative Credit Societies and Banks
5. Land Development Banks, Regional Rural Banks
6. Role of Commercial Banks in rural finance

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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MBARM306	DSE	Microfinance Management	60	20	20	-	-	3	-	-	3	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit II: Financial Inclusion

1. Role of Information and communication technologies in rural banking
2. Financial inclusion & inclusive growth for rural development banking
3. Concept of Business Facilitators and Business Correspondents in rural financing

Unit III: Challenges and Prospects in Rural Banking

1. Problems of Rural branches of Commercial banks
2. Transaction costs and risk costs
3. Emerging trends in rural banking-financing poor

Unit IV: Micro Finance

1. Concept of Micro Finance
2. Evolution and Growth
3. Micro- Finance and Social Security
4. Different models of Micro-Finance, Success Stories
5. Problems and Prospects of Micro Financing in Rural India

Unit V: Rural Insurance and Finance Schemes at local level

1. Rural insurance
2. Micro insurance scheme
3. Micro Finance Credit
4. Self Help Groups / NGOs, linkages with banking

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			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
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***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings

1. Karmakar, K.G. (2008). Microfinance in India. SAGE Publications India Pvt. Ltd.
2. Ledgerwood (2010). Microfinance Handbook-An Institutional and Financial Perspective. The World Bank.
3. Microfinance Review (2020). Bankers' Institute of Rural Development (BIRD), 12(2), Online ISSN: Applied, Print ISSN: 2229-3329.
4. South Asian Journal of Macroeconomic and Public Finance (2022). Sage Publication, 11(1).
5. Karmakar, K.G. (2008). Microfinance in India. SAGE Publications India Pvt. Ltd.
6. Ledgerwood (2010). Microfinance Handbook-An Institutional and Financial Perspective. The World Bank.

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