

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Shri Vaishnav School of Management
MBA (Rural Management)
Choice Based Credit System (CBCS) (2021-2023)

SEMESTER - IV

S. No.	COURSE CODE	COURSE NAME	Examination Scheme					Teaching Scheme/Week			CREDITS	TOTAL MARKS
			THEORY			PRACTICAL		Th	T	P		
			End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment* (20%)	End Sem University Exam** (60%)	Teachers Assessment*** (40%)					
1		Major Specialization (Elective 1)	60	20	20	0	0	3	0	0	3	100
2		Major Specialization (Elective 2)	60	20	20	0	0	3	0	0	3	100
3		Major Specialization (Elective 3)	60	20	20	0	0	3	0	0	3	100
4		Major Specialization (Elective 4)	60	20	20	0	0	3	0	0	3	100
5	MBAI407	Major Research Project	0	0	0	60	40	0	0	0	4	100
6		Generic Elective-III	60	20	20	0	0	3	0	0	3	100
7	MBAI408	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
8		MOOCs	0	0	0	50	0	0	0	0	2	50
			300	100	100	160	40	15	0	0	23	700

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

**MRP Viva- External (30 Marks); Guide (20 Marks); Report (10 Marks) Jointly by External and Guide

*** MRP Internal - Synopsis Presentation (20 Marks); Mid-Sem Presentation (20 Marks)

*MOOCs Online/Offline Certification Course (Min. 10 Hrs) of 2 CREDITS (50 Marks) to be done/completed in the duration of whole MBA Program.



Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Chairperson
Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Controller of Examinations
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Vice Chancellor
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management
MBA(Rural Management) Scheme w.e.f. 2021

LIST OF ELECTIVES

Semester III	Semester IV
✓ MBARM301 Rural Consumer Behaviour	MBARM401 Rural Services Marketing
✓ MBARM302 Rural Exports, Procedures and Documentation	MBARM402 Linking Markets for Rural Produce & Supply Chain Management (SCM)
✓ MBARM303 Management of Cooperatives and Collectives	MBARM403 Commodity Markets, Pricing and Derivatives
✓ MBARM304 ^{RURAL} Community Resilience and Disaster Risk Management	MBARM404 Civil Society and Sustainable Development
MBARM305 Introduction of Product and Brand Management	MBARM405 Integrated Marketing Communication
MBARM306 Microfinance Management	MBARM406 Rural Procurement, Management and Retailing

