



MBA IN RURAL MANAGEMENT
UTKAL UNIVERSITY, NEW CAMPUS

SYLLABUS

SEMESTER-I

Sl.No.	Paper	Core Elective	CP (Credit Points)	CH (Credit Hours)	Full Marks
1	Understanding Rural India	Core	4	40	100
2	Economics	Core	4	40	100
2	Principles and Practices of Management	Core	4	40	100
4	Quantitative Techniques	Core	4	40	100
5	Financial Accounting	Core	4	40	100
6	Rural Livelihoods	Core	4	40	100
7	Natural Resources Management	Core	4	40	100
8	Basic Agriculture Science	Core	4	40	100
	Total	8 cores	32	320	800

NB: All Core Papers are Mandatory,

SEMESTER-II

Sl.No.	Paper	Core Elective	CP (Credit Points)	CH (Credit Hours)	Full Marks
9	Rural Governance	Core	4	40	100
10	Financial Management for Rural Enterprises	Core	4	40	100
11	Rural Development Programmes and Institutions	Core	4	40	100
12	Research Methodology	Core	4	40	100
13	Business Communication	Core	4	40	100
14	Rural Marketing Management	Core	4	40	100
15	Family Kinship and Caste	Core	4	40	100
16	Behavioural Science	Core	4	40	100
	Total	8 cores	32	320	800

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SEMESTER-III

Sl.No.	Paper	Core Elective	CP (Credit Points)	CH (Credit Hours)	Full Marks
17	Rural Tourism	Core	4	40	100
18	Human Resource Management	Core	4	40	100
19	IT application in Rural Management	Core	4	40	100
20	Introduction to Agribusiness Management	Core	4	40	100
	Elective-1*				
21	Paper-I	Elective	4	40	100
22	Paper-II	Elective	4	40	100
	Electives-2*				
23	Paper-I	Elective	4	40	100
24	Paper-II	Elective	4	40	100
25 & 26	Field Work & Report	Project Work	8	80	200
	Total	8 cores	40	400	1000

SEMESTER-IV

Sl.No.	Paper	Core Elective	CP (Credit Points)	CH (Credit Hours)	Full Marks
27	Rural Entrepreneurship	Core	4	40	100
28	Project Planning for Rural Management	Core	4	40	100
	Elective-1	Elective	4	40	100
29	Paper-III				
30	Elective-2	Elective	4	40	100
	Paper-III				
31 & 32	Dissertation	Project Work	8	80	200
	Total	8 cores	24	240	600

Elective Group I (Rural Marketing & Agri Business Management) □ Rural Procurement Management and Retailing □ Consumer Behaviour □ Sales and Distribution Management □ Supply Chain Management.

Elective Group II (Development Studies) □ Gender and Society □ Rural Margin and Empowerment □ Development Strategies and Voluntarism □ Technology and Social Transformation.

Elective Group III (Rural Finance) □ Microfinance Management □ Rural Banking and Insurance □ Agriculture Finance □ Commodity Market and Derivatives.

*In 3rd semester two papers each from any two electives group be chosen by the candidate

** In 4th semester one paper each from the two groups (earlier not chosen in the 3rd semester) be chosen by the candidates.