

LIST OF SUBJECTS

We have planned some full credit and some half credit programmes as follows:-

Note : Full Credit Means 100 Marks
½ credit Means 50 Marks.

MARKETING

- Principles of Marketing
- Sales & Distribution Management : ½ credit
- Rural Advertisement & Communications: ½ credit
- Rural Marketing
- Marketing Research: ½ credit
- Product and Brand Management ½ credit

FINANCE & ACCOUNTING

- Financial Accounting
- Financial Management: ½ credit
- Costing : ½ credit
- Rural Banking & Insurance
- Micro Finance: ½ credit
- Commodity Trading & Derivates -½ credit

OB & HRM

- Human Resource Management
- Organisation Behaviour : ½ credit
- Individual & Group Behaviour

RETAIL

- Rural Retail - Backend, Merchandising and Frontend Management

IT

- E-Business for Rural Enterprise
- Management Information System: ½ credit
- Computer Applications : ½ credit

OPERATIONS MANAGEMENT

- Food Processing: ½ credit
- Contract Farming & Procurement
- Production Management: ½ credit
- Logistics and Supply Chain Management

ECONOMICS

- Managerial Economics
- Macro Economics: ½ credit

OTHERS

- Managerial Analysis & Communication
- Soft Skills: Creativity, Positive Mental Attitude, Assertiveness Training
- Legal Environment: ½ credit
- Rural Environment / Development
- Written & Oral Communication Skills
- Quantitative Techniques: ½ credit
- Strategic Management and Business Policy : ½ credit