

UNIVERSITY OF MUMBAI
No. UG/60 of 2015-16

AC 29-5-15
Item No. 4.5

CIRCULAR:-

The Head, University Department of Commerce, the Principals of the affiliated Colleges in Commerce and the Professor-cum-Director, Institute of Distance and Open Learning are hereby informed that the recommendation made by the Faculty of Commerce at its meeting held on 25th May, 2015 has been accepted by the Academic Council at its meeting held 29th May, 2015 **vide** item No. 4.5 and subsequently approved by the Management Council at its meeting held on 27th June, 2015 **vide** item No.05 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 54 (1) and 55 (1) of the Maharashtra Universities Act, 1994 and the Ordinances 6185 and 6186 and Regulations 8897 relating to the Credit Based Semester and Grading System for P.G. Course in M.Com. of Rural Business Management are introduced, which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2015-16.

MUMBAI – 400 032
19th August, 2015

[Signature]
19/8/15
REGISTRAR

To,

The Head, University Department of Commerce, the Principals of the affiliated Colleges in Commerce and the Professor-cum-Director, Institute of Distance and Open Learning.

A.C/4.5/29/05/2015
M.C/05/27/06/2015

No. UG/60 -A of 2015-16 MUMBAI-400 032 19th August, 2015

Copy forwarded with compliments for information to:-

- 1) The Dean, Faculty of Commerce,
- 2) The Controller of Examinations,
- 3) The Co-Ordinator, University Computerization Centre.
- 4) The Director, Board of Colleges and University Development.

[Signature]
19/8/15
REGISTRAR

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Item No. 4.5

UNIVERSITY OF MUMBAI

POST GRADUATE COURSE RURAL BUSINESS

MANAGEMENT

O.6185 Title-M.COM. (RURAL BUSINESS

MANAGEMENT)

“THE COURSE CURRICULUM”

PREAMBLE

Managing of rural business is becoming more complex presently than ever before. This is due to the volatility and uncertainty in environment all over the world. Other contributing factors are rising input costs of raw materials, food security and globalization.

A minute understanding of key concepts in rural business is essential to understand the complex scenarios in which rural businesses operate in India.

Policy initiatives taken by the authority to trigger innovation and entrepreneurship as well as Rapid advances in areas such as Information Technology, Biotechnology and challenge of shifting consumer preferences makes it imperative to introduce a Full-fledged programme in RURAL BUSINESS MANAGEMENT to evoke more interest in the subject through dialogue, discussion and debate.

Rural business can be broadly divided into three divisions for the sake of convenience. The following merely offers an outline. The product line is numerous.

1. **Handicrafts:** Articles which are made by hands of rural artisans are known as Handicrafts. They include items of Daily Use, Utensils And Decorative Wares, Woodwork, Simple Toys, Intricate Furniture Made From Wood, Bamboo, Dried Coconut Leaves And Stems, Glass And Ceramic Wall Dividers, Products Made From Precious Metals, Gems And Jewellery, Precious Stones carved by '*Karigars*' from Bengal, Jaipur, Ujjain and Surat. Brassware Stone crafts- Terracotta articles made from clay.
2. **Handicrafts And Handlooms:** Textiles batik printings from Bengal, Assam and Orissa, Kalamkari And Bandhani From Gujarat And Rajasthan, Shawls From Aurangabad, Tezpur, Guwahati , Srinagar And Manipur. Bedcovers Handprinted Embellished With Mirror Shells, Beads, Sarees And Dress Materials- Chanderi, Paithani, Gadhwal, Kanjiwaram, Tandail, Banarasi Silk From Mysore, Murshidabad, Srinagar Embroidered Articles, Leather Articles Felt And Velvet Articles.
3. **Rural Business Also Include All Products Obtained From Rural Farms And Plantations:** India Was And Is Famous For Spices, Cloves, Cardamoms, Saffron, Tamal Patra, Pepper Medicinal Plants. Horticulture Items- Perishable Fresh Vegetables, Fruits- Mangoes, Grapes, Pineapples, Sapota, Pomegranate, Milk And

Milk Products, Poultry, Processed Meat And Fish, Processed Foods.

A European bank (ROBO) indicated that India will become a prime exporter of fresh vegetables and fruits. In addition, Cut roses, gerberas, scents and perfumes, agarbattis by 2025.

Of late Indian corporate, ITC, HUL Amul Reliance and many others are making plans to concentrate on the rural sector. it must be noted however that rural folk are also producers of unique food products that have endless varieties and possibilities.

An analysis of Strengths and weakness opportunities and threats indicates that all rural products (handicrafts, handlooms and farm products) are competitively pricy and requires comparatively low investment due to distinct quality and traditional appeal but they are inconsistent in quality, marketing efforts are also inadequate. there is a general unawareness about international quality standards in our country. there is rising appreciation of rural business overseas. Use of novel marketing methods, e-marketing tools will give impetus to inland as well as export business. There is therefore, A Growing need for an integrated course at the post graduate level under the canopy of Rural Business Management.

A systematic study course with an added incentive of a university degree (Mumbai University) will attract graduates in any discipline and working people to pursue the course that will generate tremendous potential for the placements and betterment in service.

A knowledge of rural business will certainly create interest, attention and also aid Entrepreneurship Development Process.

The course will also assist to add product line in rural artisans and farmers through systematic market research and product development.

Emphasis in the course for the inland and export marketing of rural products will help make the course more practical and placement oriented.

Vastness and Diversity of the canvas of the course make it imperative that the programme is conducted through Distance Learning.

It is certain that many programme will emerge some years later when the OPPORTUNITY turns into REAL PLACEMENTS.

The Course is Designed to Meet M.COM. Distance education Criteria'
For First Year ---- 4 papers Each of 100 marks—Total 400
And also for 2 year 4 papers Each of 100 Marks—Total 400.

A Team will be Formed For Content Development/writing so that By July.15 Study Material can ready for Printing by IDOL

Once Course is approved for Introduction It can be PUT in Net for Info to students.

FEES -- As per university norms for M.Com Course In Idol.

Admission Criteria.

ANY GRADUTE FROM RECONISED UNIVERSITY/ ALSO BE ELIGIBLE FOR DUAL DEGREE PROGRAMME .

MASTER IN RURAL MANAGEMENT (M.Com)
SYALLABUS
FY M.Com

PAPER	Basics -Principles of Mangement &HR management
01.	<p style="text-align: center;">SECTION I</p> <p>a) Principles And Practices Of Management</p> <p style="text-align: center;">SECTION II</p> <p>b) Human Resource Management</p> <p style="text-align: center;">Section III</p> <p>c) Business laws/Acts (weights and measure/Factory act/ESIC ,Minimum wages ,Shop and Establishment. Sales Tax/VAT/GST</p>
02.	<p style="text-align: center;">Paper 2 Introduction to accounting and Finance</p> <p style="text-align: center;">SECTION I</p> <p>a) Financial Accounting, Performance Appraisal</p> <p>b) Sources Of Finance</p> <p>c) Profit And Loss Statement , Balance Sheet</p> <p style="text-align: center;">SECTION II</p> <p>d) Working Capital Management</p> <p>e) Financial Performance Appraisal</p> <p>f) Ratio Analysis</p> <p style="text-align: center;">SECTION III</p> <p>g) Banking'</p> <p>h) Documentation, negotiation</p> <p>i) Methods Letter of Credit.</p> <p>j) JANDHAN YOJANA</p> <p>k) Microfinance</p> <p>l) NABARD,ECGC</p>

03	<p style="text-align: center;">subject:Marketing and Distribution Mngt</p> <p style="text-align: center;">SECTION I</p> <p>m) Principles Of Marketing Management., n) PLCs, new products-Rural markets/segmentation o) Advertisements , Marketing research – p) International Marketing Intro Pestal, sectionII Domestic sales and Distribution / Retailing Section III o) importance Logistics And Supply Chain Management , Sea, Air shipments documents and packing Importance.</p>
04.	<p>Subject: Services marketing - Rural markets</p> <p>- Products and Services , brand Promotions in rural markets.</p> <p>Media,use , Cultural events specific to states, Customs and tradition ,based, - Agro tourism , Heritage Promotion services - sources from Rural Warali paintings/Philigri arts etc from Different states/Bandhani Prints/paithani etc art services and its .Folk arts etc.</p>

MASTER IN RURAL MANAGEMENT
YEAR -2 (S.Y M.Com)

PAPER	SUBJECT
05.	<p style="text-align: center;">Subject:INTERNATIONAL BUSINESS</p> <p>a) FDI FIPB Role International Business b) Direct Export/Indirect export /Franchise / Currency and Export Impact c) WTO /EU/NAFTA/Asean /Most favoured nation. Etc d) TEA/Coffee/Cotton-Indian Textiles Export .International agreements in Agricultural and Non Agricultural products Jewellery/Gems Export opportunity in EU</p>
06.	<p>Subject : Customs Procedure and Import &Export Documentation</p> <p>a Ministry of Commerce and its Role, EXIM Policy Anti Dumping Duty ,Transfer Pricing b)Export Documentation /Import Documentation c)Government Policies And Incentives for Export of Traditional and non Traditional Items Export, ECGC EXIM banks. Seasonal exports, Major Airports/ and Sea ports in Europe/USA/Asea</p>
07.	<p style="text-align: center;">Subject: ENTREPRENEURSHIP AND BUSINESS MANGEMENT.</p> <p>SPOTTING RURAL PRODUCTS which are produced , but not yet popular in Urban , markets Guide them for Improments in Design/packing/ Approvals/Standards- /Agmark / etc ISO/CE/ Etc Develop MARKETS ININDIA Urban Markets leading to exports Directly or Indirectly to Overseas markets. FEW Industries - services like Pumps/Tractors/seeds /small vehicles / entrepreneuership opportunity</p>
08.	<p style="text-align: center;">Subject: CSR/sustainability</p> <p>Opportunity in Rural markts and Role of Organisation in Improving Economic /Income in Rural India. Role of New technology . L, Tata has Delivered Solar Latterns etc, Even Promotion LED lamps . /Health and education field.</p>