

AC 23/9/2014
Item No. 4.1



University of Mumbai's

(NAAC Reaccredited with "A" Grade)

**Post Graduate Program in –
Rural Business Management.**

MBA Rural Management.

By -- IDOL -

(w.e.f. Academic Year 2014-15)

PREAMBLE

Over the last four decades the discipline of business has advanced from local manufacturing to international businesses in finance, manufacturing, service, support, fashion, and Different Cultures in market segments leading to Domestic to global enterprises. Managers are to be equipped one to bring practices and inculcate innovation for productivity. Processes, research, new product development, new technology, need to manage Business with Knowledge of various subjects. Also to improve and equip for staying competitive in domestic and international scenario.

With immense confidence in Indian education system, this course is planned to deliver industry-/market oriented management education..via Distance Learning mode – for working and also to those who cannot access/afford Formal Class Room Management education.

OBJECTIVE

To equip the students with various, practices and techniques of management, and attain necessary knowledge and skills..The main Objective is to OFFER OPPORTUNITY TO ENHANCE Knowledge&-Qualification Via Distance Learning –IDOL and improve career opportunities to Graduates..

CAREER SCOPE

The employment opportunities are: manufacturing, marketing operations, industry/With a Focus in Rural Market and Rural Products- in various states In India and also Thrust in Export market for Rural Products , which will raise Economic standards of Rural India.

No.	Content
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1	Title of the course : _____ _____)	Post graduate programme ---- Rural Business Management (MBA)
2	Duration of the course (Regulation : _____ _____)	2 Year 4 semester Course
3	Intake Capacity (Regulation : _____ _____)	To Start with Any No Registered with IDOL
4	Eligibility (Ordinance : _____ _____)	1. Graduate In Any Faculty From Recognized University
5	Teacher's Qualification (Regulation : _____ _____)	Not applicable
6	Fees (Regulation : _____ _____)	Please turn to last page
7	Standard of Passing (Regulation : _____ _____)	<p>1) The Minimum Percentage Required For Passing Will Be 50% In Each Paper</p> <p>ATKT: A student who fails in subjects in a semester 1 can move to the next semester 2 and has to clear these (ATKTs) subsequently He/she moves from semester 2 to 3 and later on to Semester 4</p> <p>2) A student with ATKT has to appear in a supplementary exam for respective subjects. Till all 4 semester subjects/ATKT are cleared No Degree can be awarded.</p>

Grading system:

70-100	O grade
65-74	A+ grade
60-64	A grade
55-59	B+ grade
50-54	B grade
<50	FAIL

ARCHITECTURE OF COURSE

Sr. No.	Content	Timing
1	See Details	Not applicable in distance Education
2	Study Materials sem to be Developed & Given	End sept/or Oct for 1 st and 3 rd sem. 2 ^{nd/4th} Sem Mid Jan
3	Team To be appointed per subject Content /module	By End July/earlyAug2014
4.	Contents Delivery/print	End AUG
5.	Inform students To Collect	Mid Sept.

A. Each semester of 16 weeks :

- Sem1 : SEPT To December
- Sem2 : January to April
- SemesterEXAM : Dec 3rd/4th week(1,3)/ May Middle(2,4)

B.Exam assessment method

1) – Written Exam -Each subject 100 marks-Time 3hours.

(2) QP pattern - Total 7 Question per subject paper will be Provided. Q1 will be Compulsory---20 (twenty)marks

And Out Of Remaining 6 Question student can answer any 4 Questions.(4x20=80marks_) Thus total 100marks

For every question sub questions (a), (b),(C) can be provided .each with 10(ten)marks. And student can select any two of a,b,c..

Paper No.	Paper Name	Marks	Hours		Credits
			Theor y	Practica l	
<b style="color: red;">Year 1----Semester 1(sub1to 6)and Semester II(sub7to12)					
1	Principles of Management	100		-	3
2	Accounting management	100		-	3

3	Business Economics	100		-	3
4	Principles Marketing Management	100		-	3
5	Business Laws	100		-	3
6	Sociology and Anthropology	100		-	3
7(II Sem)II ssem)	Financial Management	100		-	3
8	Banking and Microfinance	100		-	3
9	Marketing Research Methodology	100		-	3
10	Innovation-management	100		-	3
11	Rural marketing Management	100		-	3
				-	
12	Export documentation and Procedure	100		-	3
YEAR 2	2nd Year of MBA Sem3(sub13to 18)and Sem 4(subject19to23)			-	
3SEM 13	Retail Management	100		-	3
14	Logistics and Supply Chain management	100		-	3
15	Infra Structure management(SME projects)	100		-	3
16	Social marketing(CSR)	100		-	3
17	Product/Brand Management	100		-	3
18	Entrepreneurship	100			3
SEMESTER IV (4)					
19	Services marketing	100		-	3
20	International Agreements on Agri and Non AgriProducts	100		-	3
21	Government policies	100			3
22	International Business	100	-	-	-
23	PROJECT	200		-	6
	Project Report (Dessertation) from-Topics-list				
				-	
	TOTAL Course marks 2400. 1st Year 1200 (600per semester) and 2 year 1200			-	-

For Course subjects –contents- following be –Contacted ,How ever Team of 8 members Discussed on few occasions in last 4 months before this was Finalised

	Contact Persons (Prof.)Ms Sushmita Mukerjee-Admi) UOM kaliaana Santacruz(e) Mumbai – sushmita.admi@admi.mu.ac.in			-	
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	sushmitamukerji@yahoo.in – 98190 38870				
	Mr Ashok Govande(.Visting Faculty- -Industry Expr 40Years.) Mumbai – govande_ash@yahoo.com			-	
	N.N Amte(Visiting Faculty, Industry Expr- 30Years, Mumbai. – 9892343775 niranjanamte@gmail.com			-	
			-	-	-

Paper 1: Principles of Management

Chapter No.	Subject 1 principles of Mangement
Subject 1 –POM-1	<ul style="list-style-type: none"> • Introduction to Management – Science, Theory & Practice • Managers & Entrepreneurs • Managerial Roles & Skills • Manager's Social & Ethical Responsibilities
2	<ul style="list-style-type: none"> • Planning – Role • Need for planning • Types of planning • Levels of planning/CONTROL • Corporate Planning & Long Range Planning
3	Organizing – Nature, Types of organizations <ul style="list-style-type: none"> • Designing Organization structure • Delegation and Autonomy
4	<ul style="list-style-type: none"> • Leadership & Management • Role of Committees • Decision Making in Management • Organizational Communication,

Reference Text

1. Management – A competency building approach – Heil Reigel / Jackson/ Slocum
2. Principles of Management – Davar
3. Principles of Management : T. Ramaswamy, Himalaya Publishing House
4. Management: Principles & Practice, Kanchan Bhatia & Shweta Mittal, Variety Books
Publisher's Distributors

5. Principles Management by KOONTZ
 6. Heinz Weirich: Management (Tata McGraw Hill)

Paper 2 Accounting for Managers.

Contents 1	Content
2 Accounting -1	Financial Accounting
	Introduction To Accounting
	Accounting Entries : Journal, Ledger, Trail Balance
	Trading Account : Meaning, Important Points, Format
	Profit & Loss Account : Meaning, Important Points, Format
	Balance Sheet : Meaning, Important Points, Format
	Adjustment Entries
	Final Accounts with adjustment entries
2	Financial Performance Appraisal
	Ratio Analysis
	Cash Flow Statement Analysis
	Fund Flow Statement Analysis
3	Sources of Finance
	Short Term & Long Term
	Domestic & Foreign
	Equity, Borrowing & Mixed -HYBRID
4	
	Accounting audit ,,statutory Compliance

Reference Books: -

- | | |
|-------------------------|-----------------------------|
| 1. Financial Accounting | - R.L.Gupta. |
| 2. Financial Accounting | Kishnadwala and Kishnadwala |
| 3. Financial Accounting | - shukla and Grewar - |
| | - |
| | - |

Paper 3 Business Economics

Contents 1	Over View Of Indian Economy.
2	Structure of Indian economy - Changing structures of public sector and Private Sector --Role of Tertiary sector ,Service and Trade-Composition of Foreign Trade- FDI, GDP , ,
3	Demographic changes ,employment pattern, Distribution of income, savings-- -- ----consumption ,interrelation with manufacturing-Trading &-Interest rate --Impact and Contribution Of Banks and financial Institution –on Businesses
4	Agricultural Sector, role of agriculture sector in economic development .and its contribution in Business sector –process industry .
5	Demand and supply, Demand Elasticity forecasting , pricing, and Govt. policy on pricing/regulation etc . Union annual Budget and fiscal Policy . Books – Business Economics- Mishra and PURI,, /Dewetand Verma,

Subject : 4Marketing Management

Chapter No.	Chapter Content
1	Introduction to Marketing concept Evolution of marketing & Customer orientation
2	Marketing Environment and Evaluation of Market opportunities
3	Market research & Marketing Information Systems and Demand forecasting and Market potential analysis
4	Consumer buying process & Organizational buying behavior
5	Pillars of Marketing - Market segmentation, Target marketing Positioning & Differentiation
6	Marketing Mix and Product decisions – Product Life cycle
7	New Product development process
	Pricing aspects-Competition, market share
8	Promotion decisions –Integrated Marketing communications concept
10	Sales Mngt/Personal selling .
11	

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Reference Text

1. Marketing Management - Kotler, Keller, Koshy & Jha –14th edition
2. Marketing Management –Ramaswamy & Namkumari
3. R. L. Varshuey & S.L.Gupta: Marketing Management An Indian Perspective (Sultan Chand)

Subject5--Business Law (Legal aspects of Business)

1	Introduction to Companies Act.
2	Proprietorship, , Partnership , public ltd. Co-Opeartive Society Act
2	Shop and establishment act, Sales tax-Vat,GST, Weights and Measure,act. CCI -Competition Control.
3	ESI, EPF, Gratuity Income tax, service tax, TIN,,,PAN ,Insurance.
4	Safety -Fire, Hazardous materials,Waste Disposal
5	Pollution Control, acts ,Contract and Negotiable instruments act.
6	Patent law , IP/ Cyber laws , Digital Sign.

Reference Text. **Business Laws. By Avtar Sing ,
Business laws . By N.D.Kapoor.**

Paper 6; sociology and Anthropology

No.	Topics Contents
1	Rural Society- Social structure ,Types of Villages India, cast/class relations
2	Land distribution, farming , Non farming activities – Rural Livelihood
3	Input and agri product markets, seasonal Income pattern, Festivals,
4	Changing Aspirations –Education, Growth, Govts role,
5	Buying Power, Rural Consumer Behavior,
6	What is ethnography? And how it can be adopted to understand corporate and consumer Behavior
7	Impact Of Communication/technology in Social aspects of Rural social fabric.
8	Introduction of Corporate and Consumer Behaviour.

Readings_ Studies in Indian Sociology By Dasgupta Abhijit Sage publication.,

Transforming Indian Agri. By FerroniMarco , Sage publication,

Agri-Input marketing By Venugopal,Pingali, Ram, Sage,

Ethnography by Bryman,Alan

Semester II- paper 7 Financial management

Chapter No.	Content
1	Working capital Management
2	Capital Budgeting.
3	Cost Of Capital ,capital structure,Legal Compliance
4	Assets Disposals, M&A.Impacts.

Reference Text

.Financial management by Prasanna Chandra.

Financial Mngt by Khan and Jain.

Paper 8: Banking and MicroFinance

Chapter No.	Content
1	Over view of Indian banking Sector , Types of Banks and Their Role,.
2	Reserve banks Regulations, CRR, SLR and Reserve banks Credit Policy - Loans, advances To business/Industry-SMEs
3	Prudential Lending Norms Sources Of funds For banks , Banks Primary and secondary functions, New technology impact in banks like e banking,ATM, RTGS ,bills discounting , BGs,,To business/Contracts
4	banks role in rural Development RRB,, NABARD
5	NBFCs and RBI –rules.
6	Microfinance , its main Role in lending to Tiny- Micro - Self Help Group
7	Social Contributions by Micro Finance Companies-in Urban and Rural economy. SPANDAN,

8	Gramin banks Model MdYunus.

**AUTHORS. BANKING AND Insurance Principles and practices by Neelam C Gulati.
Grameen Bank by Muhammad Yunus.**

Semester II- Subject9;---Marketing Research

Subject 9(sem 2)marketing research .	Contents (for marketing Research subject)
1	Research Need, Identification of problem, Data Collections Methods
2	Primary, Secondary Data Collection, Reliability, and validity
3	Sampling and Measurement
3	Quantitative and qualitative methods
4	Hypothesis, Chi Square,
5	Use Of data For Product Developments and Measurements success/Audits, Statistical analysis
6	
7	

**Reference Text Market research By Churchill, / Drake JE and Mulla
Research Methodology by Kothari CR**

Paper-10 Managing Innovations

Sub10- Innovation1.	Introduction , Disruptive Innovation
2	Contributions of Different technology ,Open source Innovation.
3	Contribution Of innovation-Development To Society betterment
4	Industry Role, Clusters in fostering innovations
5	Product processes ,scaling innovation Innovation in rural Scalibility
6	Converting Small ideas for Commercial and Business Growth Examples, Kirloskars, Contribution in Agribusiness , use of agri waste In

	Bio gas
7	Role of Nodal Agencies. KVIC
8	Development of paper using Sugar cane waste -
9	Packaging , of Flowers-Export purpose- .
Ref.Books	1) Reverse Innovation create far from Home By Vijay Govindarajan 2) Building and Growthfactory By David Duncan&Scott D Anthony
	3)Innovations Dilemma solutions By Clayton Christen
	Also See -- HBR Reports .
	4)The littlebook of innovation How it works By Scott D Anthony

Paper 11 Rural Marketing

Chapter No.	Chapter Content
1	Defination and Scope of Rural markets, growth Changing Life style
2	Consumptions Linked to Aspirations, Profile of rural consumer.
3	Rural marketing Mix-- Pricing – Packaging needs-
4	Rural market Segmentations, region wise, Targeting and Positioning Products both FMCG/Consumer durables/Agri products/Automotive-etc
5	Agriculture - Input/output marketing-
6	Communication ,Rural media s
7	Regions specific Products and its market developments in other areas

Ref Book. Rural Marketing By Pradeep KASHYAP PEARSON EDUCATION.

Paper 12 Export Documentations and Procedure

Paper 12	Sub-Export Documentation ---Content
1	Meaning Of Export and Import –Trade balance Different countries Trade with India , main Exports and Imports Products/values
2	Govt.and RBI Role In Export-Policy/Import Poicy
3	Registration and IEC as Legal Requirement.
4	Facility Location/ For Export Sea Ports/Airports In India and few world wide Important SeaPorts/airports ,
5	Export house _Star trading, and Their Role
6	Govt incentives-Excise –Sales tax/ Exemptions etc For Export
7	Export Procedure From SEZ , and other special Zone

8	Pre shipments Inspections Procedure./types
9	Role CHA and Shipping marks on cargo for Identification and safety
10	Country of Origin certificates-Chamber of Commerce Role.
11	INCO Terms- AIR/SEA shipments Documents
12	Remittance Receipt of FE /RBI policy – FEMA

Reference books,1) Incoterms export costing and Pricing by Paras Ram –Anupam Publishers (2)Export Import management By Rajiv Aserkar and Justin paul (3)Export import procedures Documentation &Logistics By C RamaGopal - Newage International.

SEM 3 Paper 13: Retail management.

Sem3 paper13	Retail management Content
1	Introduction Meaning and definition ,background history,Global aspects.
2	Functions performed by Both Organised and Unorganised Retail/types
3	Multi Channel Retail/Retail Formats/products based/ specialized Retails
4	Franchising, Types ,advantages ,challenges,
5	Retailing Strategies, Pricing , VM , promotion.Display.
6	Merchandise management, Branding etc.
7	Stores management Stores design, retail Floor .mngt .
8	Govt.policy and FDI changes in retail from time to time Updates.

Reference Text: Retail management by Dr. Swapna Pradhan

Paper 14: Logistics and Supply Chain management.

Subject 14	Logistics and supply Chain management.
1	Logistics and Logistical management, evolution ,military background
2	Operating objectives ,manufacturing support logistics Inbound and Out bound ,Customer Order ,cycle leadtime /logistical competencies ,Outsourcing logistics,3PL/4PL.Global supply chain,Transports modes
3	Ware housing principles,functions,Distribution centers ,economic service benefits, types of ware houses –advantages and disadvantages-layouts-design

	principles.Loading and Unloading bays- Pallets .and Material handling equipments.
4	Selective techniques –JIT, ERP intro. Performance measurements.log teistics costing, Role of New technology in ware house mangt Like EDI, RFID. Vehicle Tracking in Transportation- COLD Chain warehouse,Dedicated Freight Corridors concept
5	Safety aspects of Warehouse-and Transportation- Insurance aspects- Fire/theft/Flood etc.,Banks Stock Hypothications.

Reference Text. Logistics and SCM—Bower Sox.

Supply Chain Mngt. Khalid and Ansari.

Paper 15- Infrastructure managemnt

Chapter No.	Subject15- Infrastructure Mngt----- Contents
1	Importance of basic Infrastructure . PROJECT PLANNING EFFICIENCIES REGULATORY AND ENVIRONMENTAL POLICIES .Its impact on infrastructure projects.
2	Infrastructure Financing Through Loan, guarantees, Line of credit ,Political,Financial, Social Challenges SCABA ,Opeartions,Efficiency.
3	Road, Rail, Air, Sea,Port Infrastructure Ruarl Infrastructure .
4	Role Of Institutions in different sectors,,Also Imapct of Institutional Voids
5	Role of IT, energy, New businesses Driven –by IT,Intelligent roads,Use of Data Analytics.

Reference text. 1) Public ,Private partnership in Infrastructure By R.N.Joshi –Vision Books.(2)Construction project mngt Theory and Practice by Jha kumar Neeraj Pearson education India 2011.

Paper16 -Corporate Social Responsibility

SUBJECT 16	Subject 16--Content
1	The Meaning and origins of corporate responsibility Introducing corporate responsibility (including legal aspects) The origin of corporate responsibility Corporate responsibility in developing Rural Infrastruc
2	Managing and Implementing Corporate Responsibility corporate responsibility is managed in different field Social Accounting-sustainable development

	Socially responsible investment to help Rural Development Corporate responsibility towards- smaller enterprises
3	Impact, Future of Corporate Responsibility The long term impact of corporate Responsibility The future of corporate responsibility CSR –UN- MDG (millinium Development Goal)
4	Examples of Case studies based

Reference Text:

- 1. Corporate Responsibility – Michael Blowfield and Alan Murray – Oxford Publication.**
- 2. Corporate Responsibility by Madhumita Chatterji Oxford University Press.**
- 3. Strategic corporate Responsibility By David Chandler,William B Werther. Asiain**

Paper 17 : Product and Brand Management

Subject 17 prudent and Brand mngt	Chapter Content
1	Marketing 4ps and its Relation as a” Product” Tangible or Intangible. Origin in early 19 th Century -Product development and Product Life Cycle PLC. New Technolgy/Feature Demanded by customers-or New Developments By R&D International Brands.
2	Product Pricing Decisions-Market share ,_ Product Communication Internal-Trade-customers- Product Image –personality
3	Interlink With product Branding-Postioning and Brand Extension
4	Brand Equity-Models Of Brand identity Measuring Brand equity,Brand valuation ,House of Brands, Branded House.
5	Legal aspects of Branding- and brand Piracy -

Brand management By-- Aaker

2) Product mngt by Moore&perse 3. Competitive strategy – Michael Porter

Subject ;18 Entrepreneurship and Management

Entrepreneurship and Management.	Contents---- Entrepreneurship --
1	Concept meaning , Definition of Entrepreneurship
2	Characterstics and qualities needed. Classification Types, Theories.
3	women Entrepreneurship, social entrepreneurs
4	Idea generation, SWOT analysis
5	Business plan , Economic appraisal,, Financial assessment
6	Market oriented, appraisal, feasibility managerial competency. SME, SIDBI
7	Marketing mechanism , Prospects, Turnaround.

Subject ;19 Services Marketing-----

Services mktg19	Subject :Services Marketing-
Services 1	Introduction to service sector management- Role of services in modern economy Goods vs Services marketing
	Services marketing, pricing communication , Branding of Services
2	Define Productivity, Services Recovery, Pricing
3	Growth areas of Services industry, Telecom, Banking, Agro Tourism,,
4	Internet/and other agro Market Services, ,Health /Insuranc Services Marketing
5	Financial Services marketing- Banks and NBFC,

6	Loans For Industry/agri/smes/Educational/health-
7	Financial products-Insurance/health/vehicle-Shares/Mutual funds-PSU-Dilution /FDs/Convertible,and NonConcertible Debenture/ADR/

Subject -20	Agreements On Agriculture and Non Agriculture
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1	Definition of agriProducts--,milk-,Wheat-,animal Food,-Bread Butter-Edible oil
2	Processed food-agree products-Chocolate,wines, spirit, Tobacco
3	WTO agrrements-Comt Reports on agri products Fertilisers subsidies.
4	Domestic Policy –subsidy ,Trade barriers Export subsidies and .Export Pricing policy-Product Catgr, --Green Box __,Blue box Measures
5	Peace cause, and Dispute resolutions.
6- Nonagriculture agreements	Basic building Blocks of WTO--,Tariff rates --MFN ---technical Barriers,-Mandatory , and voluntary agreements ,-Sanitary standards, -TRIPS-PHYTO SANITARY STANDARDS SPS, Rome convention, Paris convention ,Berne convention.

REF.-- WTO PUBLICATIONS(RELATED TOPICS)

Subject 21—Government Policies..

Towards Rural development and Economic Policy- as per ministry Notifcations From Time To Time . Policy of States For Industrial Developments – PPP-SEZ- land acquisitions/Coastal/ Tourism/ SME etc. its Current update data to be given as notes.

Subject 22--- International Business

Chapter No.	Subject 23- International Business--- Content
1	Introduction to International Business a) Objective, Scope, Importance and Current Trends b) Domestic Business v/s International Business c) Reasons For International Business – For Corporates and Country d) Modes of Entry and Operation ,Expatriate management.
2	PEST Factors and Impact on International Business a) Risk Analysis b) Decisions to overcome or managing risks – a live current case
3	Investment Management in International Business a) Foreign Direct Investment b) Offshore Banking c) Foreign Exchange Dealings and numericals in business d) Resource Mobilization through portfolio/GDR/ADR e) Other options of funding in ventures and case discussions
4	
4	Globalization a) Concept and Practice b) Role of Global Organisation and Global Managers

	c) Stages of building Global companies and competitiveness d) Global competitive advantages of India - Sectors and Industries – Case study
5	International Organisations and their role in international business a) WTO b) World Bank c) ADB d) IMF and others Case study
6	Regional Trade Agreements and Free Trade Agreements (RTA and FTA) a) NAFTA b) EC c) ASEAN d) COMESA e) LAC
7	Trade Theories and relevance in International Business a) Absolute advantage b) Comparative advantage c) Competitive advantages d) Purchasing power points e) PLC theory f) Others – Case study
8	International Logistics and Supply Chain a) Concepts and Practice pact on trade –INCO Terms /LCpayments

Ref books 1) International Business by Charles Hill. 2)International Business by Daniel

Paper MKT 23: Project Report

The objective of this is to prepare the student to conduct a research study of an Industry / organization/ utilizing the tools and techniques learned in period of study. The focus of the study could be in depth analysis of an industry or a diagnostic problem solving exercise of an organization. The student is expected to conduct a detailed survey of literature. In case of a status report of an industry, it is expected that the student collects all aspects related to a Particular industry analyzes data and present the findings.

Report Framework

- (1) Initial pages
- (2) Executive Summary
- (3) Introduction / statement of problem

- (4) Detailed survey of literature
- (5) Methodology / Focus / Scope / Limitations
- (6) Text of the study including analysis
- (7) Conclusions and Recommendations
- (8) Bibliography
- (9) Appendices

Format of Presentation-assessments-

- 1) The student is expected to follow the required style for presentation of the report including Tables, References, Bibliography and Appendices
- 2) Literature Survey should be related to the problem of study. Review of the studies in the area and critical examination of them including conclusions of the student should form part of the literature survey.
- 3) Acknowledgement of all sources of information through footnoting and bibliography is an essential requirement of the study..

All students will be asked TO MAKE Presentations-In PERSON at IDOL Mumbai or any Authorised Centre-Location. And 100 marks for CONTENTs and 100 marks Confidence/QA soft SKILLS .This will be assessed by 2 Examiners and will carry 200Marks. **STUDY Material- CONTENT DEVELOPMENT.**

This Course Is a part of IDOL” s various courses and as a Standard Procedure STUDY Materials needs TOBE PROVIDED TO ALL ENROLLED STUDENTS. IN VIEW OF THIS ITS AGREED BY ALL MEMBERS THAT FOR SEMESTER , I, subject wise Responsibilities has been accepted. Details are As under.

Mr.Dinesh will send Formal Letter appointment following Persons for CONTENT developments. As per subjects mentioned below.

Subject 1 Principles of management - Amte ,Subject 2 Accounting for managers Dr.P.K.Bandgar Subject3 Business Economics By Shridhar Subject 4 principles of Marketing Mangement by Ms Sushmits , subject5 Business Laws Mr.Govande.

Subject 6, Sociology and Anthropolgy by Dr.Vaidyanathan. Normally it is expected that Total no of pages per subject content be around 80to 100 pages.

