Semester – III

**Optional Courses**

5. Rural & Urban Management Group

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VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (Full Time)

Semester – III

RURAL AND URBAN MANAGEMENT GROUP

ORM 301

Co-Operative Management

Objectives:

The objective of the course is to expose the students to the functional problems of co-operative organizations in view of the compulsions of technology and the changing market structure with the globalisation of markets.

Course Contents:


Suggested Readings:


List of cases and specific references including research papers, articles and books will be announced in the class.
Objectives:

The objective of the course is to explore the students to the rural market environment and the emerging challenges in the globalisation of the economies.

Course Contents:

Nature, characteristics and the potential of rural markets in India, Socio-cultural economic & other environmental factors affecting rural marketing. Attitudes and behaviour of the rural consumers and farmers; Marketing of consumer durables and no durable goods and services in the rural markets with special reference to product planning, Media Planning, planning of distribution channels and organising personal selling in rural markets in India. Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors; Organization and functions of agricultural marketing in India. Classification of agricultural products with particular reference to seasonality and perishability, Marketing structure and performance. Processing facilities for different agricultural products. Role of agricultural price commission. Role of central and state governments. Institutions and organizations. In agricultural marketing, Unique feature of commodity markets in India. Problems of agricultural marketing; Nature, scope and role of co-operative marketing in India.

Suggested Readings:


List of cases and specific references including research papers, articles and books will be announced in the class.
Objectives:

To provide a comprehensive understanding of the Linkages between Rural Industrialisation, Agro – based industries and Rural Development.

Course Contents:


Suggested Readings:


List of cases and specific references including research papers, articles and books will be announced in the class.
RURAL AND URBAN MANAGEMENT GROUP
ORM 304

Rural and Credit Finance

Objectives:
To provide a conceptual framework and understanding of financial management practices and methods for rural development agencies.

Course Contents:

Suggested Readings:

List of cases and specific references including research papers, articles and books will be announced in the class.
Objectives:

To provide an in-depth understanding of the problems and processes of rural development ecology, resources and other major developmental issues.

Course Contents:


Suggested Readings:

7. Khusro, AM. “The Economics of Land Reforms and Farm Size in India”. Institute of Economic Growth, Delhi.

List of cases and specific references including research papers, articles and books will be announced in the class.