

Branch Name:	Management
Program Code:	MS101
Course Title:	Rural Business Opportunity
Course Code:	24-BAM214-2C
Pre-requisite Course:	Principles of Marketing, Consumer Behaviour, Business Environment, Fundamentals of Advertising, Basic Research Methodology

Course Objectives:

The objective of the course is to provide participants with a conceptual understanding of Rural Business Opportunities in the Indian context and to examine how business strategies vary between urban and rural environments.

1. To understand the concept, scope and importance of Rural Marketing in India.
2. To analyze the differences between Rural and Urban Markets.
3. To study rural consumer behavior and buying decision process.
4. To understand rural marketing mix strategies including product, pricing, promotion and distribution.
5. To examine challenges and opportunities in rural communication and distribution systems.
6. To develop strategies for tapping and sustaining rural markets effectively.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
01	-	02	02	-	25	25	-	50

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	• Concept & Scope of Rural Marketing • Attractiveness & Challenges of Rural Markets • Rural vs Urban Markets • Rural Marketing Environment • Rural Market in India: Size & Scope • Emerging Profile of Rural Markets • Rural Consumer Behavior • Buying Decision Process in Rural Areas • Rural Marketing Mix • Rural Market Segmentation & Positioning • New Product Planning & Product Mix for Rural Markets • Pricing Strategies & Pricing Innovations • Rural Communication & Advertising • Rural Distribution Channels & Rural Retailing • Institutional Support, Regulations & Rural Immersion Review	15	50%
2	Practical – Rural Marketing Components: • Rural Market Survey and Data Collection • Study of Rural Consumer Behavior • Analysis of Rural Marketing Mix • Rural Product, Pricing and Distribution Strategy Study • Study of Rural Communication and Retail Practices	15	50%

	• Institutional Support and Rural Immersion Review • Preparation and Presentation of Project Report		
	Total Hours	30	100%

Text Books:

- Kashyap, P. & Raut, S. Rural Marketing, Biztantra
- T.P. Gopal Swamy. Rural Marketing. Vikas Publishing House
- Dogra, B. & Ghuman, K. Rural Marketing, TMH
- Velayudhan, S. K. Rural Marketing. SAGE Publication
- Mathur, U.C. Rural Marketing. Excel Books,

Reference Books:

- Rural Marketing: Text and Cases – C.S.G. Krishnamacharyulu & Lalitha Ramakrishnan
- Rural Marketing in India – Pradeep Kashyap & Siddhartha Raut
- Rural Marketing – T.P. Gopalswamy
- Marketing Management – Philip Kotler & Kevin Lane Keller
- Rural Marketing: Environment, Problems and Strategies – B.B. Ghose

List of Open-Source Software/learning website:

- <https://swayam.gov.in/>
- <https://nptel.ac.in>

Course Learning Outcomes (CLO):

1. Understand the concept and scope of Rural Business Opportunities in the Indian context.
2. Analyze the differences between rural and urban business environments.
3. Identify potential business opportunities in rural markets.
4. Develop appropriate business strategies suitable for rural markets.
5. Evaluate challenges and prospects of rural entrepreneurship and business development.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H			L			H	H
CLO2		L		M		L		
CLO3			M			H		H
CLO4		L			M		L	L
CLO5	M		H	H		M		M

H: High, M: Medium, L: Low