

**Vision, Mission, PEO, PO, PSO & CO**  
Institute of Professional Studies & Development Research  
(Kumaun University)

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**VISION**

To evolve as a premier Institute offering relevant professional education and research, aimed at developing employability and consultative capabilities.

**MISSION**

- To develop an understanding of various aspects of rural management including marketing, communication, financial management, human resource management and project management.
- To serve as a national and regional hub of knowledge community and evolving novel management practices for rural areas.
- To facilitate the development of techno-managerial cadres needed for rural development plans of the country and to this end create innovative academic programmes.
- To help create institutional structures and schemes for nurturing leadership in regional development, agripreneurship and coopreneurship with special focus on backward areas and weaker sections of the society.

**PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

**MBA- Rural Management and Entrepreneurship Development:**

The Program Educational Objectives (PEOs) for the MBA- Rural Management and Entrepreneurship program describe accomplishments that graduates are expected to attain within two years after graduation.

**PEO-1:** To understand the past and present perspective of rural development and rural management and its role in the future transformation of India.

**PEO-2:** To understand the new village technology interface in terms of information, participatory processes, mainstream and alternative technologies in agriculture, rural livelihoods, industries and communication.

**PEO-3:** To provide practical opportunities for students for participation in rural community mobilization.

**PEO-4:** To serve as a national and regional hub of knowledge community for rural development and evolving novel management practices for rural areas.

**PEO-5:** To help create institutional structures and schemes for nurturing leadership in regional development, agripreneurship and coopreneurship with special focus on backward areas and weaker sections of the society.

### **MBA Executive Program:**

The Program Educational Objectives (PEOs) for the MBA Executive program describe accomplishments that graduates are expected to attain within two years after graduation.

**PEO-1:** To equip students to find solutions to the challenges encountered in various management aspects.

**PEO-2:** To develop an understanding of various aspects of rural management including marketing, communication, financial management, human resource management and project management.

**PEO-3:** To facilitate the development of techno-managerial cadres needed for management plans of the country and to this end create innovative academic programmes.

**PEO-4:** To help create institutional structures and schemes for nurturing leadership in regional development, agripreneurship and coopreneurship with special focus on backward areas and weaker sections of the society.

### **PROGRAMME OUTCOMES (POs)**

#### **MBA- Rural Management and Entrepreneurship Development:**

**PO-1:** To comprehend the dynamics of rural development and to develop a deep understanding of the vectors of rural development.

**PO-2:** Facilitate students to understand the main functions and processes in management and apply them in the domain of rural development.

**PO-3:** To equip the students with skills to identify entrepreneurship opportunities in rural areas and to engage the local populations in productive activities for empowering rural societies.

**PO-4:** To give the students adequate exposure and knowledge about the formalities for establishing entrepreneurial initiatives and also arranging finance for the required investment.

**MBA Executive Program:**

**PO-1:** To provide students with opportunity with ample opportunities for carrier advancement and progression while at the same time enabling them to peruse their job.

**PO-2:** To familiarize the students with all the functional areas of management so as to make them able to understand the functioning of business in the context of changing business environment.

**PO-3:** Equipping the students with requisite skill and knowledge to assume rolls in their organization which are of a higher responsibilities and performance scales.

**PO-4:** For enabling the students to initiates entrepreneurial ventures using their knowledge, skills and exposure.

**PROGRAMME SPECIFIC OUTCOME (PSOs)****MBA- Rural Management and Entrepreneurship Development:**

After the successful completion of MBA- Rural Management and Entrepreneurship Development program, the students will able to:

**PSO-1:** To equip the students with skills to identify entrepreneurship opportunities in rural areas and to engage the local populations in productive activities for empowering rural societies.

**PSO-2:** To give the students adequate exposure and knowledge about the formalities for establishing entrepreneurial initiatives and also arranging finance for the required investment.

**MBA Executive Program:**

After the successful completion of MBA Executive Program program, the students will able to:

**PSO-1:** Equipping the students with requisite skill and knowledge to assume rolls in their organization which are of a higher responsibilities and performance scales.

**PSO-2:** For enabling the students to initiates entrepreneurial ventures using their knowledge, skills and exposure.

## COURSE OUTCOMES (COs)

Two courses **MBA- Rural Management and Entrepreneurship Development** and **MBA Executive** are currently being run by the department on diverse aspects of rural management, marketing, communication, financial management, human resource management and project management.

<b>1. MBA- Rural Management and Entrepreneurship Development</b>		
<b>Semester</b>	<b>Paper Code and Title</b>	<b>Course Outcome</b>
I	Fundamental of Rural Development (1,1)	<ol style="list-style-type: none"><li>1. The students who undergo this programme are able to understand the issues prevailing in rural areas</li><li>2. Degree holders will be able to invent solutions for better rural development.</li><li>3. There are ample of opportunities to the Master degree holder to get employment in the Dept. of rural development and panchyatraj of both State and central</li><li>4. The rural development programme makes students to understand the socio economic conditions of rural folk.</li></ol>
I	Economic Analysis (1.2)	<ol style="list-style-type: none"><li>1. The Students will understand the nature of Indian Rural Economy.</li><li>2. The Students will become aware of the problems and prospects of the rural economy of India.</li></ol>
I	Quantitative Methods and Computer Application (1.3)	<ol style="list-style-type: none"><li>1. Understand various quantitative &amp; statistical methods.</li><li>2. Understand data and draw inference from data.</li><li>3. Calculate and interpret statistical values by using statistical tool (correlation &amp; regression)</li><li>4. Demonstrate an ability to apply various statistical tool to solve business problem.</li></ol>
I	Principal and Practices of Management (1.4)	<ol style="list-style-type: none"><li>1. Understand the concepts related to Business.</li><li>2. Demonstrate the roles, skills and functions of management.</li><li>3. Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.</li><li>4. Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.</li></ol>
I	Entrepreneurship and Small Business	<ol style="list-style-type: none"><li>1. The students will understand the concepts of entrepreneurship and importance of entrepreneurship in rural economy.</li><li>2. The students will get inspiration and motivation to</li></ol>

	(1.5)	adopt entrepreneurship as a career through entrepreneurship development programmes.
I	Dimensional Profile of Uttarakhand Field Work Implications (1.6)	<ol style="list-style-type: none"> <li>1. Students can gather knowledge about the socio-cultural heritage of Uttarakhand.</li> <li>2. This course helps to develop social values among students.</li> <li>3. Students can produce their own historical analysis of documents and develop the ability to think critically and historically when discussing the past.</li> </ol>
II	Human Resource Management (2.1)	<ol style="list-style-type: none"> <li>1. The Students will understand significant role of human resources</li> <li>2. The Students will be aware about implications of human behavior in the process of development</li> <li>3. The Students will acquire business skills &amp; communication skills</li> <li>4. The Student will be competent for acquire jobs.</li> </ol>
II	Organization Behaviour (2.2)	<ol style="list-style-type: none"> <li>1. The students will be able to demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.</li> <li>2. The students will be able to demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.</li> <li>3. The students will be able to analyze the complexities associated with management of the group behavior in the organization.</li> <li>4. The students will be able to demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.</li> </ol>
II	Agricultural and Rural Marketing (2.3)	<ol style="list-style-type: none"> <li>1. The students will get exposure to rural marketing and its deferent models and strategies.</li> <li>2. The students will understand the consumption pattern and behavior of rural consumers.</li> </ol>
II	Economic Environment and Policy (2.4)	<ol style="list-style-type: none"> <li>1. The student should be able to discuss the supply and demand theory and its impact on insurance.</li> <li>2. The student should be able to explain the effects of government policy on the economic environment and insurance industry.</li> <li>3. The student should be able to outline how an entity operates in a business environment.</li> </ol>

		<ol style="list-style-type: none"> <li>4. The student should be able to describe how financial information is utilized in business.</li> <li>5. The student should be able to explain the legal framework that regulates the insurance industry.</li> </ol>
II	Entrepreneurship Development-I (2.5)	<ol style="list-style-type: none"> <li>1. The students will have the ability to discern distinct entrepreneurial traits.</li> <li>2. The student should be able to know the parameters to assess opportunities and constraints for new business ideas</li> </ol>
II	Project Work (P1)	<ol style="list-style-type: none"> <li>1. Adoption of a village.</li> <li>2. Preliminary study regarding the level of development using a matrix.</li> <li>3. Establishing the local relation for reliable feedback.</li> <li>4. Exploration of entrepreneur opportunity in the village.</li> </ol>
III	Financial, Cost and Management Accounting (3.1)	<ol style="list-style-type: none"> <li>1. The students will understand the significance of Rural credit.</li> <li>2. The students will get acquainted with functioning of Rural Credit Institutions and their problems.</li> </ol>
III	Rural Society and Rural Administration (3.2)	<ol style="list-style-type: none"> <li>1. Students will understand the role of Government in promoting rural development.</li> <li>2. Students will be sensitized towards government strategies and programs for rural development</li> <li>3. Students will be aware of the significant achievements in rural development in India.</li> </ol>
III	Operations Management In Rural Perspective (3.3)	<ol style="list-style-type: none"> <li>1. To develop an understanding of how the operations, have strategic importance and can provide a competitive advantage in the workplace.</li> <li>2. To understand the relationship between operations and other business functions.</li> <li>3. To understand techniques of location and facility planning; line balancing; job designing; and capacity planning in operations management.</li> <li>4. To understand the Materials Management function starting from Demand Management through Inventory Management.</li> </ol>
III	Research Methodology (3.4)	<ol style="list-style-type: none"> <li>1. The students will understand research process and methodology.</li> <li>2. They will be able to prepare research proposals.</li> <li>3. They will be able to undertake research projects.</li> </ol>
III	Entrepreneurship Development-II (3.5)	<ol style="list-style-type: none"> <li>1. The student should be able to understand the systematic process to select and screen a business idea</li> <li>2. The student should be able to design strategies for</li> </ol>

		<p>successful implementation of ideas</p> <p>3. The student should be able to write a business plan</p>
III	Project Work (P2)	<p>1. Assessing the change in the level of development using the developmental matrix.</p> <p>2. Outlining the reason for such changes.</p> <p>3. Preparation of a detail project report (DPR) for the entrepreneurial venture to be stabilized in the village.</p>
IV	Agricultural Business Management (4.1)	<p>1. Understand the fundamentals of management with reference to agribusiness.</p> <p>2. Acquaint with various functional areas of agribusiness.</p> <p>3. Study the managerial functions and its applications with reference to agribusiness.</p> <p>4. Learn the concepts and process of Planning and Organizing.</p>
IV	Agricultural Economics (4.2)	<p>1. Students should be able to communicate effectively, both written and orally, economic concepts, business decision-making, and agricultural and natural resource concepts.</p> <p>2. Student should be familiar with issues related to the agricultural sector, natural resource policies, and rural community development.</p> <p>3. Students should have the skills to fit into a business, agency, or academic environment and use economic concepts to quantify and analyze issues related to their employer's issues.</p>
IV	Rural Economics (4.3)	<p>1. Develop ideas of the basic characteristics of rural economy, its potential on natural resources.</p> <p>2. Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.</p> <p>3. Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.</p>
IV	Rural Entrepreneurship Development (4.4)	<p>1. Develop idea generation, creative and innovative skills</p> <p>2. Aware of different opportunities and successful growth stories</p> <p>3. Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business.</p> <p>4. Understand entrepreneurial process by way of studying different case studies and find exceptions to the process model of entrepreneurship.</p>

		5. Run a small enterprise with small capital for a short period and experience the science and art of doing business.
IV	Project Identification, Financing and Management of Entrepreneurial Start-ups (4.5)	<ol style="list-style-type: none"> <li>1. They will be able to understand schemes and policies for development of rural infrastructure.</li> <li>2. The students will understand various natural resources and their importance in rural development.</li> <li>3. The students will get exposure to various challenges and problems with regard to availability and use of natural resources.</li> </ol>

## 2. MBA Executive Program

Semester	Paper Code and Title	Course Outcome
I	Management Concepts & Organization Behavior (MEP 101)	<ol style="list-style-type: none"> <li>1. The students will be able to demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.</li> <li>2. The students will be able to demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.</li> <li>3. The students will be able to analyze the complexities associated with management of the group behavior in the organization.</li> <li>4. The students will be able to demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.</li> </ol>
I	Business Environment (MEP 102)	<ol style="list-style-type: none"> <li>1. The student should be able to explain the effects of government policy on the economic environment and insurance industry.</li> <li>2. The student should be able to outline how an entity operates in a business environment.</li> </ol>
I	Managerial Economics (MEP 103)	<ol style="list-style-type: none"> <li>1. The Students will understand the nature of Indian Rural Economy.</li> <li>2. The Students will become aware of the problems and prospects of the rural economy of India.</li> </ol>
I	Accounting for Managers (MEP 104)	<ol style="list-style-type: none"> <li>1. The students will understand the significance of management credit.</li> <li>2. The students will get acquainted with functioning of Management Credit Institutions and their problems.</li> </ol>

I	Business Communications (MEP 105)	<ol style="list-style-type: none"> <li>1. The students will be able to demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary &amp; Grammar.</li> <li>2. The students will be able to distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.</li> <li>3. The students will be able to draft effective business correspondence with brevity and clarity.</li> </ol>
I	Computer Applications in Management (MEP 106)	<ol style="list-style-type: none"> <li>1. The students will be able to work effectively with a range of current, standard, Office Productivity software applications.</li> <li>2. The students will be able to evaluate, select and use office productivity software appropriate to a given situation.</li> <li>3. The students will be able to apply basic adult learning and assessment principles in the design, development, and presentation of material produced by office productivity applications.</li> </ol>
II	Financial Management (MEP 201)	<ol style="list-style-type: none"> <li>1. The students will be able to demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure</li> <li>2. The students will be able to apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate</li> <li>3. The students will be able to analyse the complexities associated with management of cost of funds in the capital Structure</li> </ol>
II	Marketing Management (MEP 202)	<ol style="list-style-type: none"> <li>1. Students will demonstrate strong conceptual knowledge in the functional area of marketing management.</li> <li>2. Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.</li> <li>3. Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.</li> </ol>
II	Human Resource Management (MEP 203)	<ol style="list-style-type: none"> <li>1. The Students will understand significant role of human resources</li> <li>2. The Students will be aware about implications of human behavior in the process of development</li> <li>3. The Students will acquire business skills &amp; communication skills</li> </ol>

		4. The Student will be competent for acquire jobs.
II	Production Management (MEP 204)	<ol style="list-style-type: none"> <li>1. The students will be able to understand the input–process–output framework, the extensions of it, and apply them to a wide range of operations</li> <li>2. The students will be able to examine the types of transformation processes occurring within operations</li> <li>3. The students will be able to define the roles and responsibilities of operations managers and the challenges they face</li> <li>4. The students will be able to understand the content of an operations strategy and the decisions involved.</li> </ol>
II	Agriculture and Rural Marketing (MEP 205)	<ol style="list-style-type: none"> <li>1. The students will get exposure to rural marketing and its deferent models and strategies.</li> <li>2. The students will understand the consumption pattern and behavior of rural consumers.</li> </ol>
II	Business Research Methodology (MEP 206)	<ol style="list-style-type: none"> <li>1. The students will understand research process and methodology.</li> <li>2. They will be able to prepare research proposals.</li> <li>3. They will be able to undertake research projects.</li> </ol>
III	Strategic Management (MEP301)	<ol style="list-style-type: none"> <li>1. Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.</li> <li>2. Students will demonstrate a clear understanding of the concepts, tools &amp; techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.</li> <li>3. Students will be able to demonstrate effective application of concepts, tools &amp; techniques to practical situations for diagnosing and solving organisational problems.</li> </ol>
III	International Trade and Business (MEP302)	<ol style="list-style-type: none"> <li>1. The students will be able to explain the concepts in international business with respect to foreign trade/international business</li> <li>2. The students will be able to analyse the principle of international business and strategies adopted by firms to expand globally</li> <li>3. The students will be able to integrate concept in international business concepts with functioning of global trade</li> </ol>
III	Consumer Behaviour (MEP303)	<ol style="list-style-type: none"> <li>1. The students will be able to demonstrate how knowledge of consumer behaviour can be applied to marketing.</li> <li>2. The students will be able to identify and explain factors which influence consumer behaviour.</li> </ol>

		<ol style="list-style-type: none"> <li>3. The students will be able to relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.</li> <li>4. The students will be able to use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.</li> </ol>
III	Industrial Relations & Labour Laws (MEP304)	<ol style="list-style-type: none"> <li>1. Students should able to elaborate the concept of Industrial Relations.</li> <li>2. The students should able to illustrate the role of trade union in the industrial setup.</li> <li>3. Students should able to outline the important causes &amp; impact of industrial disputes.</li> <li>4. Students should able to elaborate Industrial Dispute settlement procedures.</li> </ol>
III	Management of Financial Services (MEP305)	<ol style="list-style-type: none"> <li>1. Students should able to understand various concepts related to financial management.</li> <li>2. Students should able to study in detail, various tools and techniques in the area of finance. 3.</li> <li>3. Students should able to develop the analytical skills this would facilitate the decision making in Business situations.</li> </ol>
III	Corporate Legal Framework (MEP 306)	<ol style="list-style-type: none"> <li>1. The students would be able to appreciate the importance of law and legal institutions in business</li> <li>2. The students would be able to have a basic understanding of the laws relating to contract, consumer protection, competition, companies and dispute resolution</li> </ol>
III	Summer Internship Project Based Viva-Voce (MEP 307)	<ol style="list-style-type: none"> <li>1. The student will know varying methods of applying skills and knowledge acquired in the classroom.</li> <li>2. The student will understand the professional requirements for access to and success in the field.</li> <li>3. The student will appreciate the need for flexibility and creativity in the application of knowledge.</li> <li>4. The student will understand the adjustments in leadership/supervision required by different circumstances and work groups.</li> </ol>
IV	Entrepreneurship (MEP 401)	<ol style="list-style-type: none"> <li>1. The students will understand the concepts of entrepreneurship and importance of entrepreneurship in Indian economy.</li> <li>2. The students will get inspiration and motivation to adopt entrepreneurship as a career through entrepreneurship development programmes.</li> </ol>
IV	Project Management	<ol style="list-style-type: none"> <li>1. The students will be able to understand project characteristics and various stages of a project.</li> </ol>

	(MEP 402)	<ol style="list-style-type: none"> <li>2. The students will be able to understand the conceptual clarity about project organization and feasibility analyses – Market, Technical, Financial and Economic.</li> <li>3. The students will be able to analyze the learning and understand techniques for Project planning, scheduling and Execution Control.</li> <li>4. Apply the risk management plan and analyse the role of stakeholders.</li> </ol>
IV	Training and Development (MEP 403)	<ol style="list-style-type: none"> <li>1. To develop an understanding of the evolution of training &amp; development from a tactical to a strategic function.</li> <li>2. To provide an insight into what motivates adults to learn and the most appropriate methodologies to impart training.</li> <li>3. To understand the concept of training audit &amp; training evaluation.</li> <li>4. To learn how design a training module and execute it.</li> <li>5. To understand the need for and concept of Performance Management</li> </ol>
IV	Planning and Managing Retail Business (MEP 404)	<ol style="list-style-type: none"> <li>1. Understand the functions of retail business and various retail formats and retail channels.</li> <li>2. Understand the difference between Retail and Manufacturing Supply Chain.</li> <li>3. Understand, key drivers of retail supply chain and how to select a retail store location?</li> <li>4. Analyze Retail Market and Financial Strategy including product pricing.</li> <li>5. Integrate the various Supply Chain partners and how to collaborate with them?</li> </ol>
IV	e-Commerce (MEP 405)	<ol style="list-style-type: none"> <li>1. Understand the basic concepts and technologies used in the field of management information systems.</li> <li>2. Have the knowledge of the different types of management information systems.</li> <li>3. Understand the processes of developing and implementing information systems.</li> <li>4. Be aware of the ethical, social, and security issues of information systems.</li> </ol>
IV	Advertising & Sales Management (MEP 406)	<ol style="list-style-type: none"> <li>1. Determine, analyze and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.</li> <li>2. Perform a market segmentation analysis, determine the organization's target market/audience and define the consumer behaviour of each segment.</li> <li>3. Develop an integrated advertising and marketing</li> </ol>

		<p>communications plan and persuasively present and defend it.</p> <p>4. Evaluate the effectiveness of integrated advertising and marketing communications initiatives.</p>
IV	Dissertation Project Based Viva-Voce (MEP 407)	<p>1. The student will understand the adjustments in leadership/supervision required by different circumstances and work groups.</p> <p>2. The student will know the work ethic and skills required for success in the field.</p> <p>3. The student will have initiated a professional network.</p> <p>4. The student will have applied basic concepts of management and administration.</p>