

Department **MASTER OF BUSINESS ADMINISTRATION** **R 2022** **Sem. II**

Course Code	Course Name	Hours / Week			Credit	Total	Maximum
		L	T	P	C	Hours	Marks
22PBA16	RURAL INNOVATION PROJECT	0	0	1	1	10	50

Course Objective

1. To create the awareness towards Bottom of the Pyramid (Economically Backward) especially in rural area.
2. To involve the students in understanding the rural economy and the needs
3. To motivate the students to concrete on rural based business projects
4. To encourage the students to take the leadership role in rural economy
5. To guide the students to serve the rural community

Guidelines for the Rural Innovation Project

1. The students should study and understand the various issues involved in rural economy.
2. Among the various rural issues he has to identify and discuss certain issues with the faculty guide.
3. Based on the discussion the student should select one or two issues to involve him in those issues
4. In the selected issue(s) the students shall involve in data collection for further investigation.
5. The investigation is focused towards to represent/solve certain rural issues thereby the rural community will get the benefit
6. While carry out the work the entire process is to be recorded/documentated and same should be authorized by the responsible local persons/community/body
7. The above entire process is to be report to the Head of the Department through his faculty guide.
8. Necessary records, documents and photographs shall be included and the report should minimum of 25 pages.
9. The time duration for the project is between 10 to 15 days preferably after college hours

**State of the
Art**

Rural Innovation

**Course
Outcome**

- CO1 Understood the demographic characteristics and life style of the rural community
- CO2 Capable to reach the rural market and able to understand the rural needs
- CO3 Able to design a product and services to satisfy the needs of the rural people
- CO4 Capability to take up the rural based projects effectively
- CO5 Continue his career as one of the citizen of the rural community

CO PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1						2	2		2	1	2			
CO2						3	2		2	2	2			
CO3						3	2		2	2	1			
CO4						2	2		2	1	3			
CO5						2	2		1	1	1			