Course Code	MB18AB01	Course Name	**AGRIBUSINESS AND RURAL MARKETING**	Course Category		L	T	P	C
						2	0	2	3

Pre-requisite Courses	*Successfully completed, a minimum test score achieved, or a specified condition satisfied before a student can enroll in the this course.*	Co-requisite Courses			Progressive Courses	*Marketing I*

Course Offering Department	*College of Management*		Data Book / Codes/Standards	

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)							

		1	2	3	1	2	3	4	5	6	7	8
CLR-1 :	*Gain detailed knowledge on nature and concepts of Agribusiness*											
CLR-2 :	*Study the main areas of demand forecasting methods*											
CLR-3 :	*They will have insight of* Rural marketing											
CLR-4 :	*Sustainable* Agribusiness Operations											
CLR-5 :	*Students will also be empowered to apply the* Marketing in Agri-Operations											

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	*Level of Thinking (Bloom)*	*Expected Proficiency (%)*	*Expected Attainment (%)*	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultured understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Leadership and Team Work(LT)	PSO - 1	PSO – 2
CLO-1 :	Understand the process and information required for preparing the *Agribusiness*	1	60	40	M	H	M	H	H	M		
CLO-2 :	Understand the insights on *demand forecasting methods*	1	60	40								
CLO-3 :	Enhance the Rural marketing	2	50	50								
CLO-4 :	Understand the Agribusiness Operations	2	50	50								
CLO-5 :	Analyze the Modern rural marketing Operations											

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Introduction – Nature and concepts of AB	Objective of Forecasting in marketing	Agri Planning Classification	Master Production Scheduling (MPS) – Meaning and Concepts	Introduction of RM
	SLO-2					
S-2	SLO-1	Relationship between Sales and Operations Planning	Elements of a good forecast	Measuring customer Requirements	MPS Model	Evolution of RM
	SLO-2					
S-3	SLO-1	Applications of AB	Factors that Influence the Demand Forecast	Forecasting v/s Capacity Planning	Purpose of Scheduling	need for RM
	SLO-2					
S-4	SLO-1	Need for operation planning and control	Classification of Forecasting Methods	Aggregate marketing planning	Scheduling Methods: Forward Scheduling, Backward Scheduling	RM Implementation methodology
	SLO-2					
S-5	SLO-1	Functions of operation planning and control	Nature of rural demand	Factors Affecting market Planning	Scheduling Activities: Routing, Loading, Dispatching	Benefits of an RM System
	SLO-2					
S-6	SLO-1	Applications of RM	Forecasting Accuracy and its measures	Aggregate marketing Goals	heduling by Type of Operations	Factors affecting RM Implementation

	SLO-2					
S-7	SLO-1	Types of Agri Chain	Mean Absolute Deviation	Forecasts of Aggregate Demand	Sc Job Operations Repetitive Operations	Role of RM in Operations planning and control
	SLO-2					
S-8	SLO-1	Different phases of marketing planning and control	Mean Square Error (MSE)	Agri Planning Techniques	Labor–Intensive Operations, Service Operations	Operations planning Insights from the TOC school of thought
	SLO-2					
S-9	SLO-1	Comparison of marketing planning and control activities in agri manufacturing and service organizations	Mean Forecast Error (MFE)	Rural market Elements and Methods	*Case Study*	*Case Study*
	SLO-2					

Learning Resources	1. Krishnamacharyulu C & Ramakrishan L. 2002. Rural Marketing. Pearson Edu. 2. Ramaswamy VS & Nanakumari S. 2006. Marketing Mandgement.3rd Ed. MacMillan Publ. 3. Singh AK & Pandey S. 2005. Rural Marketing. New Age' 4. Singh Sukhpal.2004. Rural Marketing. Vikas Publ. House

Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination (50% weightage)	
		CLA -1 (5marks)		CLA -2 (5marks)		CLA-3 (10marks)		CLA -4 (15marks)		CLA -5(15marks)		Marks -100 which will be weighted at 50%	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			Theory	Practice
Level 1	Remember	50						35		35		35	
	Understand												
Level 2	Apply	25						35		35			35
	Analyze												
Level 3	Evaluate	25						30		30		30	
	Create												
	Total	100 %		100 %		100 %		100 %		100%		100 %	

CLA – 1-5: can be from any combination of these: Class Participation, Surprise Test, Cycle test, Model Examination, Mini-Projects etc.,

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr.Peter Rex Charly – New Life Training	*Dr. Ysain, TNAU-Coimbatore*	*Dr. S K Manivannan*