

# **MBA (RURAL DEVELOPEMNT)**

## **Syllabus**

**2020-2022**



**SCHOOL OF SOCIAL SCIENCES (SOSS)**

**DEVI AHILYA VISHWAVIDYALAYA, INDORE**

## **MBA – Rural Development**

### **Details of the Program**

The main aim of this programme is to create a group of professional Rural Managers having appropriate values and ethics and thus helping the corporate sector, rural organizations / institutions/ industry in professionalizing their management and empowering organizations through self sustaining process. Moreover, the programme aims to meet the growing demand for well trained professionals both in international and national settings.

### **Objectives of the Programme**

- To develop a strong conceptual and analytical framework on rural development issues in the students;
- To create a group of professional rural managers having appropriate skills and know-how for professionalizing management processes of rural areas;
- To develop appropriate attitudes and values required of a professional rural manager;
- To meet the increasing demand of effective rural managers for the national and international developmental organizations

### **Outcome of the Programme:**

MBA (Rural Development) is a full time two-year programme with three distinct interrelated segments:

- (a) Classroom Teaching
- (b) Organizational Internship
- (c) Fieldwork and Dissertation Writing

The classroom segment explores students to theory and concepts. The innovative techniques such as power point presentation, group discussions and case studies are main parts of the classroom teaching. The organizational internship explores students to the organizations and their work and gives hands-on experience of working in rural set up.

The fieldwork and dissertation writing gives an opportunity to the students to further their intellectual development in rural developmental issues by undertaking practical unit of activity. The programme structure permits regular switching between classroom and field-based internship to provide linkages between theoretical concepts and practical experience.

### **Career Options and Job Prospects**

After completing MBA in Rural Development, candidates have various employment opportunities in the government sector, rural development projects, NGOs, voluntary groups and organizations, funding agencies etc. The top recruiting companies for MBA Rural Development Management degree holders are Amul, Nandi Foundation, PRADHAN, Parle Products, ICICI Bank, CARE, Seva Mandir, Agro Tech Foods, and others.

The average starting salary of a rural development and management professional is Rs. 3 lakh to Rs. 12 lakh per annum. Candidates can also get an opportunity to work with Grameen Bank or NABARD. Following are the popular job positions for the MBA Rural Development professionals:

- Rural Executive
- Rural Development Officer
- Rural Minister
- Sales Manager
- Business Development Manager
- Research Officer
- National Sales Development officer
- Sales Officer
- Vendor Development Officer

**Scheme of Examination:**

This course carries both Internal and External assessment which carries 40% internal and 60% external marks. Internal assessment has 3 test scheme out of which student score calculation is done for best of two. Whereas External Examination carries 60 marks, this include different structure short question, long question, case studies etc.

**Course Curriculum:****Programme Code: SS5E****Semester I Jul-Dec**

<b>Sr. No.</b>	<b>Paper Code</b>	<b>Nomenclature of paper</b>	<b>Credits</b>
Core I	SS5E-501	Rural Community and Development: Concept, Policy, Programme and Issues	4
Core II	SS5E-503	Rural Credit and Microfinance	4
Core III	SS5E-505	Essentials of Management	4
Ability Enhancement	SS5E-507	Social Communication & Personality Development	3
Skill Development	SS5E-523	Computer application	3
Virtual Credit	SS5E-525	Field Work Practicum	4
	SS5E-551	Comprehensive viva voce	4
		Total	26

**Semester II Jan-May**

<b>Sr. No.</b>	<b>Paper Code</b>	<b>Nomenclature of paper</b>	<b>Credits</b>
Core I	SS5E-502	Rural Social Framework in India	4
Core II	SS5E-504	Rural Entrepreneurship	4
Core III	SS5E-506	Rural Institutions, Programs and Intervention	4
Elective Generic	SS5E-508	Public Health Policy and Management: Concept and Cases	3
Ability Enhancement	SS5E-522	Research Methodology	3
Ability Enhancement	SS5E-526	Field Work Practicum	4
Virtual Credit	SS5E-552	Comprehensive viva voce	4
		Total	26

**Semester III Jul–Dec**

<b>Sr. No.</b>	<b>Paper Code</b>	<b>Nomenclature of paper</b>	<b>Credits</b>
Core I	SS5E- 601	Rural Marketing and Rural Supply Chain Management: Concept and Cases	4
Core II	SS5E-603	Financial Accounting For Small Business	4
Elective Generic	SS5E-623	Human Resource Management	4
Elective Generic	SS5E-625	NGO & Its Management	3
Ability Enhancement	SS5E-627	Field Work Practicum and Synopsis Submission	4
Skill development	SS5E-629	Summer Internship Report and Presentation	3
Virtual Credit	SS5E-651	Comprehensive Viva Voce	4
		Total	26

**Semester IV Jan-May**

<b>Sr. No.</b>	<b>Paper Code</b>	<b>Nomenclature of paper</b>	<b>Credits</b>
Core I	SS5E-602	Rural Resources and Development	4
Core II	SS5E-604	Rural Economics	4
Core III	SS5E-608	Rural Business Environment for sustainable development and Corporate Social Responsibility	4
Elective	SS5E-622	Legal Aspects of Business	3
Elective Generic	SS5E-624	Elective Generic from another department/MOOC	3
Ability Enhancement	SS5E-626	Field Work Practicum with Major Research Project	4
Virtual Credit	SS5E-652	Comprehensive Viva Voce	4
		Total	26

## **Semester I Jul–Dec**

### **RURAL COMMUNITY AND DEVELOPMENT: CONCEPT, POLICY AND ISSUE**

**Course Objective:** The course seeks to underline the tenets of Rural Community & its relation to rural development. In this context the subject is provide knowledge of basic principles and obstacles in community. It enables the students to understand the basics of policies formulation and its effect on nation's development.

**Learning Outcomes:** After studying this subject the student will learn:

- About the rural realities
- To develop sensitivity and commitment for working with rural communities.
- About on the government and voluntary efforts towards rural community development.
- Specific skills and technique of working with rural communities
  - Understand share of agribusiness
  - Learn about planning commission
  - Discuss role of NGO's in rural development
  - Aware about Self Help Group

#### **UNIT I: Rural Community, rural social structure and organization in rural development**

Meaning, characteristics, Types of Villages, Scope of Studying: The Rural Community & its relation to rural development, Constrains to Rural Development.

School, Co-operatives, village Panchayat's, Women's Club, Self-help group etc. Tagore, Gandhian an C Subramanian etc.

#### **UNIT II: Approaches to Rural Community Development**

Community Development: Meaning, Objectives, Scope, Principles, Process, Models, and Methods experiments in rural development, Meaning elements basic principles and obstacles in community participation participatory communication concepts and methods (PCRD)

Rural Extension: Concept, Characteristic, Philosophy, Objectives, Principles.

Rural Development Administration: History structure –Central, State, district and block level functionary

#### **Unit III Agriculture, Education and Rural Development**

Share of agriculture in the national income, agriculture as a source of livelihood and Employment, raw material, capital n manpower for development, introduction of communication for rural development. Universalization of primary education, its problems adult education meaning history strategies and programme e.g. social education farmer training, functional literacy and non-formal education.

#### **UNIT IV: Role of NITI AYOOG, Industrial Policies and Programme**

Overview of Planning commission, Idea behind the establishment of planning commission and NITI AYOOG of India , Goals and motivation, Study of various five year plans, implementation of various plans .Approaches evaluation method adopted for planned periods. Industrial policy resolution and five year plan, khadi and village commission:-objectives – kvic during five year plan. Rural industrial sector: small scale -handlooms- agro based industries, artisans, and handicraft. (Problems of marketing -: marketing strategy and information for rural industries –consortium approach –exhibition)

#### **UNIT V Role of NGO's and Self Help Groups in rural development**

**NGO'S:** Role in rural development concepts, Role of CBO'S concepts structure, source of funding, limitation. Community based organization –Watershed Management, Village forest committee's .Role of NGO's and CBO's in sustainable rural development, **Self-help groups:** promotion structure, saving operation credit operation, monitoring evaluation, impact assessment.

#### **References:**

1. Poverty Reduction Policies And Practices In Delevoping Asia By Dr Bp Tyagi,And Hp Singh
2. Rural Development Concepts And Recent Approches By Sujit Kumar Paul
3. Agriculture And Rural Development By Vankata Reddy
4. Agro-Enterprise For Rural Development And Livelihood Security By Dr Jp Sharma
5. Co-Oervative And Rural Development By Dr Rais Ahmad
6. Agriculture Extension: Farmer Education And Rural Development
7. Knowledge And Rural Development By Daniele Clavel

#### **References:**

1. Jain SC (1966) Community development and panchyatraj in India(New Delhi Himalaya publishing house)
2. Kumar Arvind (2000) Encyclopaedia of decentralized planning and local self-government New Delhi Anmol
3. Kumar Arun (2000)Agriculture development today and tomorrow New Delhi anmol

4. Laxmi Davi(1997)Planning for employment and rural development
5. Weil marie (1996)Community practice conceptual model New York (Haworth press inc)
6. Welliam biddle (1995) The community development process .The discovery of local initiative New York holt Richard and wington
7. Mascarentas (1988) A strategy for rural development New Delhi Sage
8. Mathur B L (1996) Rural development and cooperatives Jaipur RBSA publisher

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## **RURAL CREDIT AND MICRO FINANCE**

**Course Objective:** To make the learners to know about the sources of rural credit and banking structure at the grassroots level.

**Learning Outcomes:** After studying this subject the students will learn:

- About financing agriculture
- About Regional Rural banks
- About Financial Institution

**UNIT I** – Introduction to Financial Systems, Financial Regulators, Financial Institutions, Financial Markets, Financial Products and Services, Securities Exchange Board of India (SEBI), Stock Exchange Of India, and National Income,

**UNIT II** – Rural Financing and Credit Institutions: Introduction to RBI, NABARD, RRBs Cooperative credit societies,

**UNIT III** – Economic Policies in India: Introduction to Public Finance, Fiscal Policy, Monetary Policy, Government Budgets, types and elements of budgets in lieu of Rural development, Price Policy, Role of Industry in Economic Development, Foreign Trade and Balance of Payment, Inflation

**UNIT IV** – Principles of Tax Administration in agriculture and allied sector, GST, Problem Of Tax Evasion, Reforming Tax Administrations.

**UNIT V** – Scope of Non-Farm Sectors and there financing and Credit management: Horticulture, Animal Husbandry, Dairying, Fisheries, Sericulture

### **References:**

1. Agricultural Finance and Management, S. Subba Reddy and P.Raghuram.
2. Agriculture Credit, ICSSR, 1993, K.Subbarao
3. Cooperatives and Rural Development, Mittal, N.D. 1997
4. Rural Credit Issues for Nineteens, Rawat, 1997



## **ESSENTIALS OF MANAGEMENT**

**Course Objective:** This subject enables the students to understand the basics of Management, formulation of strategy and various other concepts.

**Learning Outcome:** After completion of this unit students will be able to:

- Understand Concept of management
- Learn about strategic planning
- Discuss role of different types of leadership style
- Aware about communication barrier in management

### **UNIT I: Introduction to Management**

Concept of management, scope, functions & features. Principles of management, Concept and Role of manager in organisation. Classification of business activities and elements by Henry Fayol, Evolution of management by different authors, scientific and classical theories of management.

### **UNIT II: Strategic Management and Planning**

Planning- Objective of planning, planning process, Types of planning, Types of plans, Corporate planning, Management by Objective, Decision-making- types, process & techniques, making decision effective. Business policy and strategic management, basic steps in strategic management process

### **UNIT III: Organising and Staffing**

Nature and purpose of organising, Organization structure: Formal and informal groups/Organization, Centralization and Decentralization.

Meaning and concepts of staffing, Nature & Scope of Staffing, Process of staffing

### **UNIT IV: Communication, Directing and Controlling**

Concept and Definition, Process of communication and role of communication in Management

Meaning of Directing: Principles of Direction, issuing order / instruction.

Controlling: Concept, Definition, Basic control process, Different control techniques, Management by exception

**UNIT V: Organizational Behaviour:** Concept and Significance; Relationship between management and organisational behaviour; Attitudes; Perception; Learning; Personality, Motivation: Process of motivation; Theories of motivation, Leadership: Leadership: Concept; Leadership styles; Theories of leadership, Organizational culture,

### **References:-**

1. Management & Organizations Behaviour — by Paul Hersey & Ken Blanchard
2. Essentials of Management — by Koontz & O'Donald
3. Human Behavior at Work— by Kaith Devis
4. Organizational Behavior— by Robbin

## **SOCIAL COMMUNICATION & PERSONALITY DEVELOPMENT**

**Course Objective:** This subject enables the students to understand the basics of business communication, Drafting letter and various other concepts.

**Learning Outcome:** After completion of this unit students will be able to:

- Understand Concept of Communication
- Learn about forms of communication
- Discuss role of different types of letter style
- Aware about communication barrier
- Give Presentation and interview

### **UNIT I**

Defining Communication, Process of communication, Principles of effective communication, importance and objectives of business communication, Physical, Mechanical and Psychological barriers to communication.

### **UNIT II**

Communication Channels, Types of Communication: Verbal, Non-verbal, Formal, Informal, Internal, External, communication networks, Effective listening – types and Essentials of effective listening, Development of intrapersonal and interpersonal skills for Personal effectiveness.

### **UNIT III**

Oral Communication Oral communication: What is oral Communication – principles of successful oral communication, Basic patterns of Business Letters & its drafting, notices, Resumes, Sales letter writing, letters of bank correspondence, complaint letters & project reports, Dealing with print and electronic media, writing a press release.

### **UNIT IV**

Effective presentation skills: body language, eye contact, gesticulation, use of audio-visual aids, Handling audience, conduct during presentation Interview skills: types of interview, preparing for an interview, how to handle stress interview, attire for an interview,

### **UNIT V**

Spoken exercises listen & repeat and tongue twister, Group discussions, Mock meetings & interviews, Presentations on a technical topic, role plays, Confidence building exercises, and submission of reports prepared. Note: At least five cases should be discussed in the class.

**References:**

1. Business Communication – K.K.Sinha, Galgotia Publishing Company, Latest Edition
2. Business Communication – Chhabra.T.N. , Sun India Publication, 2005
3. Business Communication – ParagDiwan, Excel Books, Latest Edition
4. Essentials of Business Communication – Rajendra Pal, Sultanchand Publication, 2000
5. Business Communication-- R.K.Madhurkar,Vikas Publishing House Pvt. Limited, Latest

**COMPUTER APPLICATIONS**

**Course Objective:** This subject enables the students to understand the theory and practical aspect of computer applications.

**Learning Outcome:** After completion of this unit students will be able to:

- Understand basic computer fundamentals.
- Learn about resources of computer.
- Discuss role of operating system
- Proficient in operating MS Word, MS Excel ,MS PowerPoint.
- Able to access Internet
- Learn about various latest technologies.

**Unit I** - Anatomy of computer, operating system concepts, hardware, software concepts & terminology, networking--- definition, types, applications, Introduction to GUI.

**Unit II** - Introduction to MS-Office— MS Word: creating documents, formatting features, standard toolbar, text formatting, header & footer, mail-merge, macro, insertion of files & pictures.

**Unit III** - MS-Excel :Construction of worksheet and inserting data according to its characteristics, creation of charts and graphs .Use of statistical tools including measures of central tendency, coefficient of correlation and regression.

**Unit IV** - MS- Power point – Create power point presentation with the help of different presentation styles, editing slides, various views of PowerPoint presentation, insertion of chart and pictures, animation and transition effects, creation of photo album.

**Unit V**- Internet basics& Applications—Internet & its uses, Intranet & Extranet, web pages, websites, web servers, web browser, internet domains, URL's, IP address, search engines.

**Unit VI** - Introduction to IT and its development – Virtual reality, GPS, GIS, Mobile technology – 1G, 2G, 3G, 4G. Wi-Fi, Bluetooth.

### **Recommended Books:**

- 1.Pradeep K.Sinha. Priti Sinha Computer Fundamentals, Fourth Edition, BPB Publications.
- 2.Rajaraman , V ,Fundamentals of Computers , Prentice Hall of India , New Delhi .
- 3.Techniques and Applications, Prentice Hall, Englewood Cliffs, NJ.
- 4.Wood, M.B., Introduction Computer Security, Broadman Associates, Delhi.
- 5.Sushila Madan , Information technology by, Taxmann allied services (P) Ltd.
- 6.Ramesh Behl :Information technology for management by, Tata McGraw Hill education Pvt. Ltd.

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### **Semester II Jan-May**

**Summer Internship:** All the students are required to undergo **six to eight week** (45 days) summer training, after the completion of first two semesters in Industrial and Business organizations. The institute prefers that an organization puts a student on a specific project where a student will be expected to work and understand the working of all aspects of the organization. The students are instructed to submit a certificate of successful completion of their summer training. Each student will be required to give a presentation of their summer project.

### **RURAL SOCIAL FRAMEWORK IN INDIA**

**Course Objectives:** To impart basic understanding of rural social framework in India and develop an understanding of social control features of rural society.

**Learning Outcomes:** After completion of this unit students will be able to:

- Understand rural social structure
- Learn about human behaviour
- Discuss role of Social leader
- Aware about rural social problems

**UNIT I: Introduction to Sociology**

Concept of Sociology, different sociological perspective, different level of: micro and macro analysis in sociology differences between rural and urban societies, Rural Social Structure, Important Rural Social Institutions: Family . Marriage, Religion.

**UNIT II: Individual and Society :**

Role of Heredity and Environment in shaping Human Behaviour , Socialization . Social Control Features of rural society – caste , education, gender, and their changing pattern over time.

**UNIT III: Rural Social Problems:**

Untouchability, Juvenile Delinquency, Problems of the Disabled, Beggary, Prostitution. Child Labour. Problems of the Aged, Bonded, Labour, HIV/AIDS Affected Families.

**UNIT IV: Changing power structure and emerging leadership :**

Rural Leadership: Concept, Characteristics and Types of Village Leaders . Emerging Patterns of Rural Leadership . Role of Leadership in Social Change.

**UNIT V: Concept of Social Change . Theories and Factors of Social Change: Cyclical Theories. Linear Theories. Conflict Theories. Social Change in India: Sanskritization . Westernization. Modernization Innovation . Diffusion of Innovation . Resistance to Change . Socio-cultural Barriers for Rural Development**

**References:**

1. Prag P A - Rural Diversification (EG Books)
2. Gary Dessler, Biju Varkkey Human resource Management Pearson

Dr. S.S Khanka Human Resource Management S. Chand Publication

## **RURAL INSTITUTIONS, PROGRAMS AND INTERVENTION**

**Course Objectives:** The objective of this course is to enable students to develop their professional capabilities through field work in real life work situations in the field of Rural Development and Natural Resource Management. The course also aims to give students the opportunity to engage with future potential employers and to give them an insight in the practicalities of working environments.

**Learning Outcomes:** After completion of this unit students will be able to:

- Understand Rural Decentralization
- Learn about Constitutional provisions
- Discuss role of Rural Institutions
- Aware about Rural Development Programmes

### **UNIT I: Panchayati Raj institution (PRI) and Rural Development Agencies**

Origin & evolution New PR System 73rd amendment and salient textures structure of development. Power of Gram Sabha (taxes and levies) assigned and shared revenue grants. Development grants under various schemes, Power of PRI in implementation of rural development programme.

Organisation: Council for advancement of peoples action and rural technology (CAPART ) National institute of rural development (NIRD), National bank of agriculture and RD (NABARD ) Regional Rural Bank (RRB), District Rural Development Bank (DRDA)

### **Unit II: Decentralization, PRIs & Local Self Government**

- Rural Decentralization: Past and present Scenario
- Evolution of Local Self Government and Panchayati Raj Institutions in India
- Constitutional provisions, functions and finance of PRIs
- Comparative analysis of PRIs in the States of India

### **UNIT III: Management of Rural Institutions**

- Rural Institutions – Evolution, types and progress
- Administrative Structures and financing
- Types, Role, progress, financing and Laws of Rural Institutions
- Case Studies

### **Unit IV: Rural Development Programmes**

Swarn jayanthi Gram Swarojgar Yojana-Jawahar Gram Samruddhi Yojana-National Rural Employment Guarantee Programme-National Food Security Scheme-Rural Infrastructure:

Bharat Nirman-Role of Corporate Sector in the Development of Rural Infrastructure –Andhra Pradesh Rural Poverty Reduction Project, Technology Missions for rural Development-Drinking Water-Sanitation-Communication-oilseeds-Wasteland Development.

### **Unit V: Major Development and Welfare Programs:**

Mahatma Gandhi National Rural Employment Guarantee Program (MGNREGS), Public Distribution System(PDS), Sarva Siksha Abhiyan(SSA) National Rural Livelihood Mission (NRLM), Pradhan Mantri Gramin AwaasYojana (PMGAY), Swachh Bharat Mission (SBM), National Health Mission (NHM), Swajaldhara - Backward Region Grant Fund (BRGF), Pradhan MantriGrameenSadakYojana (PMGSY), Integrated Wasteland Development Program (IWDP), Provisions of Urban Amenities in Rural Areas (PURA), PPP/CSR Initiatives in Rural Development (the names may be changed as per government programs)

### **References:**

1. Panchayati Raj Institutions and Rural Development, B.C. Barik and U.C. Sahoo, Rawat Publications
2. Government of India. (2012), Greening Rural Development in India, New Delhi: Ministry of Rural Development and UNDP.
3. India Rural Development Report 2013-14, Hyderabad: Orient Blackswan.

## **RURAL ENTREPRENEURSHIP**

**Course Objectives:** The objective of this course is to enable students to develop their entrepreneur skills through field work in real life work situations in the field of Rural Development. The course also aims to give students the opportunity to engage with future potential to become entrepreneur and to give them an insight in the practicalities of working environments.

**Learning Outcomes:** After completion of this unit students will be able to:

- Understand concept of Entrepreneurship
- Learn about forms of organisation
- Discuss importance of small scale industries

### **UNIT – I**

Concept, Characteristics and types of Entrepreneurship, function of Entrepreneur – Role of entrepreneurship in economic development. Innovation, Creativity and lateral Thinking Entrepreneurship and rural industrialisation; development of rural Entrepreneurship in India

### **UNIT – II**

Forms of organization: Sole Proprietorship, Partnership and Company and their features, advantages and disadvantages. Policies and programmes for the development of rural organisations in five year plan

### **UNIT – III**

Importance of small scale industries – Definition – Contribution to national economy – Classification of small scale units – Cottage, tiny, village, ancillary – Concept, Infrastructure for small business units. Procedures in setting of small scale units – Licensing – Registration – Financing, Characteristics and Problems, Industrial Policy: New trade policy-1991 onwards, Industrial Licensing in India

### **UNIT – IV**

Institution for the development of small scale industries (rural industries) – NSIC, SIDCO, SIDO, SISI, Development Commissioner – TANSI, SIDCO, DIC, Directorate of Industries and Commerce. Concessions, rebates, incentives and subsidies to small scale units – Prime Minister's Rojgar Yojna (PMPY) EPZ and 100% EUs, Sickness of small scale units and revival.

### **UNIT- V**

Social Entrepreneurship: Meaning and Concept and Characteristics.

**References:**



1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development
3. Jayashree Suresh – Entrepreneurial Development
4. J.S. Saini & S.K. Dhameja – Entrepreneurship and Small Business
5. Vasant Desai – Management of Small Business Himalaya Publishers

## **PUBLIC HEALTH POLICY AND MANAGEMENT**

**Course Objective:** This course enables students to learn about public health system in India and health policies. Effective management of health policies is also the part of course.

**Learning Outcomes:** After completion of this unit students will be able to:

- Understand concept of public health
- Learn about government health programs
- Discuss role of health care legislation
- Aware about various Act

### **UNIT I Fundamental of Public Health**

1. Public health and its determinants
2. Functional organisation of Public health system in India
3. General concerns : Malnutrition, Immunization, Intestinal, Vector borne, Infectious diseases

### **UNIT II Evolution of Public Health**

1. International – SDG, WHO
2. National – Health Policy of India
3. Rural areas – Government Programmes

### **UNIT – III Healthcare legislation in India**

1. Maternity benefit Act, Factories Act , ESIC Act,
2. PCPNDT Act, Immoral traffic prevention, Act
3. The Juvenile Justice Act, The child labour prohibition Act

### **UNIT- IV Challenges in Public Health delivery system**

1. Disasters and outbreaks
2. Occupational Safety
3. Workplace Safety
4. Effective management techniques for better implementation

**References :**

1. Oxford Textbook of Public Health-Detels, Beaglehole, Ann Lansang,
2. Oxford Handbook of Public Health Practice (Oxford Medical Handbooks)

## **Research Methodology-Qualitative and Quantitative**

**Unit 1-Introduction to Research:** Meaning and definition of research; scope and importance of research; Types of research, The process of research, Research problem and objective formulation, types of variables, Research applications in social, psychological, political, and business sciences; Features of a Good research study,

### **Unit 2 Data source and data structure and Sampling:**

Types and methods of Primary and secondary data collection, Review of Literature, qualitative and quantitative data, Survey method----sampling and sampling methods

**Unit 3: Measurement and Scaling, Classification and presentation of data through charts, frequency distribution and graphs, Correlation and Regression**

**Unit 4: Hypothesis and hypothesis testing for large and small sample, t-test, z-test, Chi-square test**

**Unit 5: Report writing , Synopsis Writing and ethics in research**

**Note: Students can refer more models for extra learning**

## **Semester III July-Dec**

### **RURAL MARKETING AND RURAL LOGISTIC AND SUPPLY CHAIN MANAGEMENT: CONCEPT AND CASES**

**Course Objective:** This has resulted in the expansion of rural demand of agricultural inputs, capital goods, transportation goods as well as consumer and consumer durable goods in villages. On the output side, the enlarged rural Production base has led to value addition, marketing networking and thrust on trade. This paper aims at equipping the students to enable them to serve in the inflow and outflow marketing areas. Also the objective of this course is to explain to the student the basic concepts of logistics and practice of transportation of goods for export and import.

**Learning Outcomes:** After completion of this unit students will be able to:

- Understand rural Marketing
- Learn about modern and traditional system
- Discuss principles of rural marketing
- Aware about rural market interventions
- Understand overview of SCM
- Learn about framework of logistics
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#### **UNIT I**

Rural Marketing – Definition, Objectives, functions, Accelerated growth and importance of Rural Market. Factors accelerating growth. Classification of inflow marketing and out Flow marketing in rural Sector. Principles of sequentation of rural Markets, Modern and traditional system of Rural Marketing; Historical perspective of Haats, Bazaars and Melas. Their role as the hubs of rural economy. Laws regulating the conduct of business there in and also facilitating their modernization and expansion, Spatial issues and Management practices.

#### **UNIT II**

Principles, procedures and processes of Rural Marketing Management and applications of systems approach. Rural Marketing strategy and implementation of the principles of Marketing Mix(Product, Price, Place and Promotion), Rural Market Segmentation and Penetration.

#### **Unit III**

Rural Market demands - (I) Consumer goods, (ii) Consumer durables (iii) Agricultural Inputs, (iv) Capital goods, and (v) Transportation good of Distribution strategies and Channel Management, Modes of transportation. transportation Decision (Pricing, Rate)

#### **UNIT IV**

Overview of SCM- Introduction, Nature & Concepts, Process view of a supply chain in rural, and framework for supply chain drivers, decision phases in supply chain, Basic framework: Introduction, objectives and scope of logistics, Role of logistics in SCM, Importance of logistic management, logistic service providers, Various key terms.

Integrated logistics supply chain model in agriculture and small scale industries. Role of rural transportation in LSCM

## **UNIT V**

Regulated Market system and the State Legislation. Grading Standardization and legal metrology – Provisions of the relevant laws. Rural Market Intelligence, and Marketing Information System. Market Research, Survey Techniques, Report writing. State Market Intervention Operations, State Procurement, Minimum Support Price, Statutory Minimum Price.

### **References:**

- 1 Pradeep Kashyap Rural Marketing-2 edition Pearson education
2. Jha, S.M. & Singh, L.P.: Marketing Management in Indian Perspective, Himalaya, Bombay
3. Velayudhan – Rural Marketing (Sage)
4. Mathur- Rural Marketing (Excel Books)
5. Philip Kotler: Marketing Management.
6. Barkar, J.W.: Agricultural Marketing, Oxford University Press, New York.
7. Chopra- Marketing Management (Wiley Dreamtech)
8. Supply Chain Management---Sunil Chopra ,Printice Hall Publication
9. Logistics & Supply Chain Management-- Raghoramay,, MacMillan India Ltd

## **FINANCIAL ACCOUNTING FOR SMALL BUSINESS**

**Course Objectives:** The subject of Financial Accounting includes basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship, Trading and Non-Trading Concerns. The syllabus also includes computerized accounting using the software TALLY.

**Learning Outcomes:** After completion of this unit students will be able to:

- Understand fundamentals of accountancy
- Learn about revenue concepts
- Discuss Accounting Concepts
- Aware about Financial ratio analysis

### **UNIT I**

Fundamentals of Accountancy: Meaning, Scope and Utility of Accounts, Methods of keeping Books of Accounts, Difference between Book Keeping and Accountancy, Users of Accounts, Fundamental Accounting Equation, Types of Accounts, Rules of Debit and Credit, Types of Transactions, Types of Assets and Liabilities, Accounting for Non-Profit Organizations

### **UNIT II**

Capital, Revenue, Deferred Revenue Expenses: Meaning and difference between Capital and Revenue, Incomes and Expenses, Identification of Capital and Revenue Expenses and Incomes, Meaning of Deferred Revenue Expense, Difference between Reserves and Provisions, meaning of Contingent Liability

### **UNIT III**

Accounting Concepts, Conventions & Principles: Generally Accepted Accounting Policies (GAAP), Accounting Standards, Accounting Structure, Types of Accounts. Rules regarding Journal Entries, Recording of Journal Entries, Ledger Posting, Cash book, Trial Balance, Identification of different Accounting concept applied in various transactions, its accounting entries and its presentation in Annual Financial Statement. Trading Account, Profit & Loss Account, Balance Sheet, and Treatment of Adjustments into trial balance.

### **UNIT IV:**

Cost Accounting: Cost Accounting, Elements of Cost, Cost sheet, Budgeting and Budgetary control.

### **UNIT V:**

Analysis of financial statements: Meaning and Objectives of Financial Statement Analysis, Limitation of Financial Analysis. Tools of financial analysis: Ratio analysis, Common size statements, Trend analysis, Fund flow and cash flow statement.

Financial ratio analysis, cash flow (as per Accounting Standard 3) and funds flow statement analysis

### **Reference:**

1. Accounting for Managers – J. Made Gowda – Himalaya Publishing House
2. Introduction to Accountancy – T. S. Grewal & S. C. Gupta – S. Chand – 8th Edition

3. Modern Accountancy - Hanif Mukerji – TMH
4. M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill, 2011.

## **HUMAN RESOURCE MANAGEMENT**

**Course Objectives:** To impart basic understanding of human resource management and develop an understanding of HRM policies and functioning of an organization. Basic concepts related to wage and salary administration and issues related to health and safety in organizations.

**Learning Outcome:** After completion of this unit students will be able to:

- Understand Evolution of HRM
- Learn about man power planning
- Discuss role of training and development
- Aware about selection process
- Identify process of recruitment.

### **UNIT 1 Evolution and Strategies**

#### **Introduction of HRM**

Definition, meaning, nature and Scope. Evolution of HRM difference between HRM & Personnel Management, objectives, functions of HRM, HRM Models

#### **Strategic Role of HRM**

Meaning of strategic management, Benefits of strategic management, Role of HRM in strategic management Components of HRM, HR strategies

### **UNIT 2: Acquisition and Absorption**

#### **Man power planning**

Definition, need, objectives, Methods of man power planning, Process, Manpower plan components, Problems, limitations of Man power planning. Job Analysis, Job Description, Job Design, Job Enrichment and Job Enlargement and Job evaluation.

#### **Recruitment, Selection**

Meaning, objectives & factors affecting Recruitment, Theories regarding Recruitment, Methods of recruitment steps on recruitment process, Nature and importance, difference

between recruitment and selection& steps in selection process, Placement ,Induction, promotion and transfer.

### **UNIT 3: Development**

#### **Training and Development**

Meaning, Nature and importance of training and development, Training process.

#### **Performance Appraisal**

Meaning nature, importance & purpose of performance Appraisal, Methods of Performance Appraisal Challenges, Promotion, transfer and demotion.

### **Unit 4: Maintenance and Retention**

#### **Wage and salary Administration**

Objective of wage and salary administration, principles of wage and salary administration  
Different components of wage and salary administration, Factors that influence wage and salary.

### **Unit 5**

#### **Employee Safety and Health**

Meaning and importance of employee health, occupational Hazards and diseases, Industrial accidents and industrial injury , Safety programme/ Measures and Statutory provision for industrial health.

#### **Human Resource Audit**

Nature of human resource Audit, benefits of HRA, Scope of Audit, Approaches of human resource audit

#### **References:**

1. K Aswathappa Human Resource Management Mc Graw Hill
2. Gary Dessler, Biju Varkkey Human resource Management Pearson
3. Dr. S.S Khanka Human Resource Management S. Chand Publication

## **NGO'S MANAGEMENT**

**Course Objective:** Non-Governmental organizations are playing a vital role in the economy of country. Course is about the effective management of NGOs and their actualization for growth.

**Learning Outcome:** After completion of this unit students will be able to:

- Understand NGO's
- Learn about types of rural credit
- Discuss role of commercial banks
- Aware about micro finance

### **UNIT – I Fundamental of NGOS**

Meaning and concept of NGO's, History of NGOs, Establishment of NGOs, NGO Activities; Communities health promotion and education, Emerging health crisis, Community social problems, and Women and child issues etc.

### **UNIT – II Types Of NGOs**

Types of legal entities, registered societies, Trust(Public and Private), Non profit companies, Comparisons in between all. Type based on use; Co-operative societies, Multistate co-operative societies, trade unions.

### **UNIT – III Registration and Principles of NGOs**

Registration methods of NGOs; Registration process of trust, Society, Non profit company. Guiding principles, Ngo integrity, Mission and activities of different NGO's with examples. Structure Of governing body.

### **UNIT – IV NGO Management**

NGO and their social welfare work, Key factors of NGO management and planning, Code of ethics for NGOs(by WANGO), Funding and resources to manage NGO, Challenges for NGO Community, Corporate Social Responsibility and Social Marketing For NGOs.

### **UNIT – V**

Case Studies and success factors for NGO's.

### **References:**

1. Administration And Management Of NGOs : Text And Case Studies Paperback – 2005, R. Kumar (Author), S. L. Goel (Author), Deep & Deep Publications (2005)
2. Strategic Research and Political Communication for NGO's: Initiating Policy Change, Sage India
3. Maxey-Rosenau-Last Public Health and Preventive Medicine (Public Health and Preventive Medicine, Robert B. Wallace



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### **Semester IV Jan-May**

## **RURAL RESOURCES AND DEVELOPMENT**

**Course Objectives:** To develop basic understanding of rural resources, natural Resources and Infrastructure Development Programmes in rural areas.

**Learning Outcomes:** After completion of this unit students will be able to:

- Understand problems of agriculture and economic development
- Learn about resource distribution
- Discuss basics of rural ecology
- Aware about organic farming.

### **UNIT I:**

Understanding of the problem and process of the Rural Development: Meaning , Process, Rural Credit, Need for Rural Credit or Agricultural Finance.

### **UNIT II:**

Resources distribution and gaps: Agricultural Market system, Measures to improve agricultural marketing, Defects of Agricultural marketing in India, Remedial measures for Improvement of Agricultural marketing, Emerging Alternate Marketing Channels

### **UNIT III: Rural Ecology:**

- Irrigations
- Water supply
- Habitations
- IRDP programs

### **UNIT IV:**

Land utilization and cropping pattern, Rural Marketing From Four P's to Four A's, Agricultural Productivity, Technical Inputs

#### **UNIT V: Water Electrification**

- Fertilizers
- Seeds Implements
- Organic farming
- Water management
- Subsidies manpower employments

#### **References:**

1. Bhaduri A- The Economic Structure of Backward Agriculture (Macmillian, Delhi)
2. Bilgram S.A.R- Agricultural Economics (Himalyan Publishing House, New Delhi)
3. Dantwala M.L et. Al.- Indian Agricultural Development Since Independence (Oxford & amp: IBH)
4. Government Of India- Report of the National Commission on Agriculture
5. Government Of India- Economic Survey (Annual)

### **RURAL ECONOMICS**

**Course Objective:** Familiarization with basic tools of economic analysis – Understanding the dynamics of rural sector – Adoption of suitable economic policies for efficient management of rural sector.

**Learning Outcomes:** After completion of this unit students will be able to:

- Understand Agriculture and economic development
- Learn about agriculture production
- Discuss law of returns
- Aware about rural social problems i.e. unemployment

#### **UNIT I:**

Agriculture and economic development: Nature and scope of rural economics, Role of agriculture in economic development, interdependence between agriculture and industry, Livestock economics- Livestock resources and their productivity, White revolution, Development of agro based industries.

#### **UNIT II:**

Use of land, water and energy; Rural transport, Communication, banking, rural social infrastructure-education and health and information dissemination.

Agricultural Production- Resources used and efficiency, Production function analysis in agriculture.

### **UNIT III:**

Size of farm and laws of returns- Theoretical and empirical findings, Farm budgeting and cost concepts, resource use efficiency in traditional agriculture, Technical change, Labour absorption and gender issues in agricultural services,

### **UNIT IV:**

Rural labour supply, Interlocking of factor market, Mobility of labour and segmentation in labour markets, marginalization of rural labour, Nature, Extent and trends of rural unemployment, Agricultural wages in India, Male-Female wage differences, non-agricultural rural unemployment- Trends and determinants.

### **UNIT V:**

Role of capital and rural credit, Organized and unorganized capital market, Rural savings and capital formation, Characteristics and sources of rural credits- institutional and non-institutional, EXIM policy and role of EXIM bank, FDI policy, Multinational Corporation (MNCs) and Transnational Corporations (TNCs),

#### **References:**

1. Bhaduri A- The Economic Structure of Backward Agriculture (Macmillian, Delhi)
2. Bilgram S.A.R- Agricultural Economics (Himalyan Publishing House, New Delhi)
3. Dantwala M.L et. Al.- Indian Agricultural Development Since Independence (Oxford & amp: IBH)
4. Government of India- Report of the National Commission on Agriculture
5. Government of India- Economic Survey (Annual)
6. Gulati A & T Kelly- Trade Liberalization & Indian Agriculture (Oxford University Press)

## **RURAL BUSINESS ENVIRONMENT FOR SUSTAINABLE DEVELOPMENT AND CSR**

#### **Course objective:**

The present course aims at familiarizing the participants with various aspects of economic, political environment of India. This will help them in gaining a deeper understanding of the environmental factors influencing Indian business organizations. Course enables students to get knowledge about concept of sustainable development and CSR policy.

**Learning Outcomes:** After completion of this unit students will be able to:

- Understand business environment, learn about LPG, Discuss role of economic policies, Aware about international economic institutions
- Understand strategies for sustainability issues, learn about resource management, Discuss various indicators

- Understand the designing of CSR policy and factors influencing CSR policy.

## **UNIT I**

Business Environment-Meaning, Importance, Environmental Factors, Recent Political Environment, Recent Economic and Financial Environment, Technological Environment Liberalisation, Privatization, Globalization, Special Economic Zone (SEZ) and their role and impact in International Business Environment, Redefining Value Proposition to MSMEs

**UNIT II** International Economic co-operation, Institutions and Agreements: WTO, World Bank; IMF; UNCTAD etc.

**UNIT III** Sustainable Development: Concept, approaches; global changes and sustainability issues; strategies for sustainable practices in: agriculture, industrialization, urbanization, transport system and resource consumption; eco-friendly products and technologies; non-polluting energy sources; equity in resource distribution and consumption; revival of traditional systems of developments with modern scientific knowledge.

**UNIT IV** Corporate Social Responsibility: Evolution of CSR, Meaning, Definition and Scope of CSR, Designing a CSR policy, Factors influencing CSR policy, managing CSR in organization, Role of HR in CSR

## **UNIT V**

Global recognitions of CSR: ISO-14000, SA-8000, AA-1000. CSR in India, Legal Provisions and specifications on CSR, Case studies based on CSR policies of corporates

## **References:**

1. Shaikh & Saleem - Business Environment (Pearson, 2nd Edition)
2. Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House, 8th Edition).
3. Mittal - Business Environment (Excel Books).
4. V. Neelamegam – Business Environment (Vrinda Publications , 2nd Edition)
5. Fernando-Business Environment (Prentice hall)
6. Mishra S K & Puri V K - Economic Environment of Business (Himalaya Publishing House, 3rd Edition).
7. Paul Justin - Business Environment Text and Cases (Tata Mc Graw Hill).

8. Rural Development: Issues and Experiences (Economy: World Series), SantapSanhari Mishra, SudhirGhosh, ICFAI UNIVERSITY PRESS (2008)

9. Agriculture and the Environment: Perspectives on Sustainable Rural Development, Ernst Lutz, World Bank Publications

10. Diversification And Sustainable Rural Livelihood: A Study In Semi-Arid Villages Of Western India– 2005, H. S. Shylendra, Uma Rani, Concept Publishing Company

### **Course Objective:**

### **References:**

## **LEGAL ASPECTS OF BUSINESS**

**Course Objective:** Course enables students to get knowledge about legal aspects of business.

**Learning Outcomes:** After completion of this unit students will be able to:

- Understand commercial law
- Learn about company law
- Discuss various acts
- Aware about latest GST act

### **UNIT I: Commercial Law**

Definition of contract, essentials elements and types of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts - Contract Of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency.

### **UNIT II: Company Law**

Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance.

### **UNIT III: Industrial Law**

An Overview of Factories Act - Payment of Wages Act - Payment of Bonus Act - Industrial Disputes Act

### **UNIT IV: About GST TAX**

GST ACT 2017: Definition, scope and importance practical issues of GST and practical implications of GST

**References:**

1. Kuchhal M.C. - Business Law (Vikas Publication, 4 th Edition)
2. Gulshan S.S. - Business Law Including Company Law (Excel Books)
3. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7th Edition)
4. Relevant Acts

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