

Rajiv Gandhi Proudhyogiki Vishwavidyalaya, Bhopal (M.P.)

RM-101

PRINCIPLES OF MANAGEMENT

Course Objective-To develop an understanding of the individuals and groups behavior in side organizations should further enhance your skills in understanding and appreciating individuals, interpersonal, and group process for increased effectiveness both within and outside of organizations.

Unit – Management Concept

- Nature & Significance of Management
- Principles of Management
- Functions of Management & Role of Manager
- Schools of Management thoughts

Unit – II Planning- Meaning, Nature and Significance

- Types of Plans and Planning
- Process and Purpose of Planning
- Decision Making
- MBO

Unit – III Organizing

- Nature and Significance
- Organization Structure
- Departmentalization, Centralization & Delegation of Authority
- Stabling

Unit – IV Directing- Concept nature, scope of direction

- Techniques of Direction
- Leadership Styles
- Theories of Motivation
- Communication

Unit – V Controlling & Coordination-Meaning, Nature & Significance

- Nature of Controlling
- Process of Controlling
- Scope of Techniques of Coordination
- Social Responsibility of Management

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RM-102

I Semester

MANAGERIAL ECONOMICS

To familiarize the students with the fundamental economic concepts and principles in the context of managerial decision making.

Contents

UNIT I

Scope of managerial economics, objective of the firm and basic economic principles; mathematical concepts used in managerial economics.

UNIT II

Demand analysis - meaning, types and determinants of demand; demand function; demand elasticity; demand forecasting-need and techniques.

UNIT III

Production, cost and supply analysis- production function, least-cost input combination, factor productivities and returns to scale, cost concepts, cost-output relationship, short and long-run supply functions.

UNIT IV

Pricing-determinants of price - pricing under different market structures, pricing of joint products, pricing methods in practice, government policies and pricing.

UNIT V

The national income; circular flow of income: consumption, investment and saving; money-functions, demand & supply; inflation; economic growth; business cycles and business policies; business decisions under uncertainty.

Suggested Readings

- Baumol WJ. 1980. *Economic Theory and Operations Analysis*. Prentice Hall of India.
- Craig PH & Chris LW. 1996. *Managerial Economics*. Prentice Hall of India.
- Dernberg TF. *et. al.* 1986. *Macro Economics: Concepts, Theories and Policies*. McGraw Hill.
- Dwivedi DN. 2002. *Managerial Economics*. Vikash Publ.
- Gupta GS. 1997. *Managerial Economics*. Tata McGraw Hill.

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ACCOUNTING FOR MANAGEMENT

RM-103

Objective

On completion of this course, the students will be able to:

- understand the fundamentals of accounting
- impart skills in understanding financial statement and to make appropriate financial decisions
- to assess the financial position and performance of the business

Content

Unit 1 Accounting and its functions: Accounting concepts, standards and systems – Principles of Double entry book keeping system – Account books and ledgers – computerized accounting system.

Unit 2 Trial balance – the objects and scope – Preparation of final accounts – construction and analysis of profit and loss Account and Balance Sheet.

Unit 3 Analysis and Interpretation of Financial Statement: Concept – Tools for financial statement - Analysis: Comparative and common size statements – Ratio analysis – Flow statements.

Unit 4 Cost Accounting: Concept, Objectives – Types of cost – Cost systems – Costing technique – historical costing, absorption costing, marginal costing, standard costing.

Unit 5 Budgeting control: Concept. Uses and limitations of budget and budgetary control – Types of budget – Functional budget – Fixed and flexible budget – Zero-based budgeting.

Reference

1. Ghosh: T.P; '**Fundamentals of Accounting**', S. Chand & Co, New Delhi
2. Bhattacharya.S.K. and John Dearden; '**Accounting for Management**' Text and cases; Vani Book House, New Delhi; 1984.
3. Hingorani & Ramanathan, '**Management Accounting Problems and Solutions**'; S.Chand & Co; 2003.
4. Horngren, Charles, T.; '**Introduction to Management Accounting**', PrenticeHall of India, 1984.
5. Vij. Madhi, '**Financial and Management Accounting**', Anmol Publications, New Delhi 1997.

RM-104

COMPUTERS FOR MANAGERS

Objective

The course objective is to acquaint the students with the knowledge and use of computers and simple applications of computers in managerial decisions. Effort will also be made to provide them an orientation about the increasing role of computers in corporate/business world.

Contents

UNIT I

Concept of Computers- Brief History of Computers, Generation and Its Evolution, Characteristics of Computers, Hardware and Software, introduction to computer languages, Main Areas of Computers and their Applications; Types of Computers – Analog, Digital, Hybrid, General Purpose and Special Purpose Computers, Micro Computers, Mini-Computers, Main-frame Computers, and Super Computers.

UNIT II

Input-Output Devices, Storage Units (Disks, CD-ROM, DVD - ROM, Blue Ray Disk and tapes), MemoryTypes (Cache, RAM, ROM), Memory Units, Generation and types of Microprocessor.

UNIT III

Data and Information – Data Definition, Data Processing Systems, Data Type Numeric, Alphabetic, Audio, Graphic, and Video and Their Presentation; Data Processing- Introduction to Data Processing, Computer as a Tool For Data Processing, Data Processing Cycle, Data Processing Techniques, Data Analysis, Data Inputs and Outputs, Data Processing Management, , Data Security.

UNIT IV

Introduction to Operating Systems, MS Windows, and UNIX, MS Office (MS Word, MS Power Point, MSExcel, MS-Access and use of various management software's Like SPSS.

UNIT IV

Introduction to LAN, WAN, MAN, internet and search engines; Introduction to agri-portals like agriwatch.com, agmarknet.nic.in, echaupal.com

Suggested Readings

- Lucas. 2004. *Information Technology for Management*. McGraw Hill.
- Norton P. 1998. *Introduction to Computers*. 2nd Ed. Tata McGraw Hill.
- Rajaraman V. 2006. *Introduction to Information Technology*. Prentice Hall of India.

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RM-105

BASIC STATISTICS

- UNIT 1:** **UNIVARIATE ANALYSIS:** Meaning, concept, Need and applications of inferential statistics in managerial decision-making; Presentation of statistical data, Measures of central tendency: Mean, Median and Mode and their implications
- UNIT 2:** (a) **MEASURES OF DISPERSION:** Range, Mean deviation, Standard deviation, Coefficient of Variation (C.V.), (b) **SKEWNESS and KURTOSIS.**
- UNIT 3:** **BIVARIATE ANALYSIS:** Correlation, Meaning and types of correlation, Karl Pearson and Spearman rank correlation, Regression; Meaning, Regression equations and their application.
- UNIT 4:** (a) **TIME SERIES ANALYSIS:** Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method - Linear and Non- Linear equations, Applications in business decision-making. (b) **Index Numbers:** Meaning, Types of index numbers, uses of index numbers, problems in the construction of index numbers, Construction of Price, Quantity and Volume indices: - Fixed base and Chain base methods.
- UNIT 5:** **PROBABILITY AND THEORITICAL DISTRIBUTION:** Concept of probability and its uses in business decision-making; Addition and multiplication theorems; Bayes' Theorem and its applications. Probability/Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions.

SUGGESTED READINGS

1. Bamberger Michael, Integrating Qualitative and Research in Development Projects, World Bank, New York
2. Berg, B. L. Qualitative Research Methods for the Social Sciences. Boston: Allyn and Bacon.
3. Berry, W.D., & Lewis-Beck, M.S. (Eds.) New Tools for Social Scientists: Advances and Applications In Research Methods. Beverly Hills: Sage.
4. Elhance, D.N. Fundamentals of Statistics, Kitab Mahal
5. Gupta, S. C. An Introduction to Statistical Methods. Sultan Chand & Sons

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Objective

The course aims to make students proficient in written as well oral communication. The focus will be on business related communication.

Contents

UNIT I

Introduction to communication, Communication process, Barriers to Communication, Effective Communication, types of communication in organisations viz. Downward, Upward, Horizontal, Static Vs dynamic.

UNIT II

Non-Verbal Communication, Communication through clothes/ colours / space/ symbol, Body language and etiquettes, Interpersonal Communication, Self-concept and communication, Assertive Communication.

UNIT III

Types of business writing viz, News letters, Reports, Folders, Fact Sheets, Press release; Readership and writing style - human aspects of writing.

UNIT IV

Meetings - Planning for meeting, tips for chairing, opening, progress & ending, Behavior of ordinary members, the character of business meeting, Energies for meetings, Group discussions, brain storming sessions and presentations.

UNIT V

Handling personal communication - Letters, dictation, reading, problem solving, listening skills, self-talk, self - reflection, steps to personal creativity, public speaking.

Suggested Readings

- Bovee. 2008. *Business Communication Today*. 7th Ed. Pearson Edu.
- Brown L. 2006. *Communication Facts and Ideas in Business*. Prentice Hall.
- Lesikar. 2004. *Basic Business Communication*. McGraw Hill.
- Ramchandran KK, Lakshmi KK & Karthik KK. 2007. *Business Communication*. Macmillan.

ENTREPRENEURSHIP

RM-107

Objectives

On completion of this course the students will be able to:

- acquire theoretical knowledge in entrepreneurship development;
- develop aptitude and skills in identifying and selecting business ventures;
- prepare a project proposal for funding.

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Content

Unit 1: Concept of Entrepreneurship – Entrepreneurship as a Career –Entrepreneurial traits, types; Innovation and Entrepreneurship – Theories of Entrepreneurship Development – Knowledge, Skill required for an Entrepreneur – Development of Women Entrepreneurs-Prospects and Problems of Entrepreneurship in Rural Sector – Entrepreneurship: Growth and trends in India since 1950s.

Unit 2: Entrepreneurial Motivation and Competencies – Motivation Theories, Factors Motivating Achievement – Major Entrepreneurial Competencies, Developing Competencies – Experiences with Entrepreneurship Development Programme in India: Planning, Implementation and Evaluation.

Unit 3: Identifying and Evaluating Business Opportunities: Ideas and Opportunities
– Sources of new ideas- Problem solving approach for Decision Making – Feasibility study on input requirements – Source and Criteria of financing – Fixed and working capital assessment – Human Resource Mobilization - Technical Assistance – Marketing Assistance – Legal formalities and Growth Strategies – Documentation.

Unit 4: Critical Analysis: Critical aspects in the Financial, Marketing, Organization Plans, Product launching-Monitoring and Evaluation of Business-Preventing Sickness and Rehabilitation of Business Units.

Unit 5: Practicals on:

- I. Preparing a business plan
- II. Developing Case Studies on Micro- enterprises (success/failure) in rural areas.

Reference

1. Shukla M.B. **Entrepreneurship and Small Business Management**, Kitab Mahal, 2003, Agra.
2. Ashis Gupta **Indian Entrepreneurial Culture**, Wishwa Prakashan Ltd., Surrey, UK, 1994.
3. Colombo Plan **Entrepreneurship Development**, Staff College Tata McGraw-Hill, New Delhi, 1998 for Technician Education
4. Malli D.D. **Training for Entrepreneurship and Self-Employment**. Mittal, New Delhi, 1999
5. Khanka S.S. **Entrepreneurial Development**, S Chand & Co., New Delhi

RM-108 RURAL DEVELOPMENT AND RURAL SOCIETY

- UNIT 1 INTRODUCTION TO RURAL DEVELOPMENT:** Meaning and definition of rural development, Importance, Scope and Basic Elements of Rural Development, Growth Versus Development; Development and Change; History of Rural development in India (Trusteeship, *Sarvodaya* and Non-violence); Causes of Rural Backwardness; Constraints in Rural Development; Need and Strategies of Rural Development.
- UNIT 2 APPROACHES TO RURAL DEVELOPMENT:** Community Development, Sectoral Approach, Participatory Development Approach; Gandhian Approach (Gandhian Concept of Rural development, Gram, Swaraj, Principles underlying Gandhian Plan, Village Self-Sufficiency and Gandhian Approach for Community Development), Rural Development and Five Year Plans
- UNIT 3 RURAL SOCIETY IN INDIA:** Meaning & Characteristic of Rural Society; Importance of Rural Society; differences between rural and urban societies, rural social structure & caste system in India; Important Rural Social Institutions: Family, marriage, religion, Occupational structure (primitive and modern) of rural society, Indian Village; Types of villages.

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- UNIT 4** **SOCIO-CULTURAL CHANGE IN RURAL INDIA:** Socialization, Social Control Features of rural society – caste, education, gender, and their changing pattern over time, Impact of Industrialization, Modernization, Urbanization, Globalization on Rural Society. Land Reforms and Agrarian movements in India, Social change and social stratification in India. Hierarchy of rural development PRIs, Block, District and State level. Concept of *Sanskritisation*, Westernization and Secularization.
- UNIT 5** **SUSTAINABLE RURAL DEVELOPMENT:** Concept and principles of sustainable development - approaches to ecological sustainability; Strategies for promoting Sustainable Development, Sustainable Agricultural Practices, Organic farming; Sustainable rural livelihood and its Diversification.

SUGGESTED READINGS

1. Chauhan, M. S. Dangi, K.L. Maheshwari, A. and Mundra, S. N. Handbook of Rural Sociology. Agrotech
2. Desai, A. R. Rural Sociology in India. Popular Prakashan Ltd. Mumbai
3. Desai, A. R. Rural Sociology in India. Popular Prakashan, Bombay
4. Desai, I. P. and Chowdhary, B. History of Rural Development in India.
5. Desai, V. Rural Development. Himalaya Publishing House