

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

RM-401-STRATEGIC MANAGEMENT

COURSE OBJECTIVES: The objectives of the course are to help students understand fundamentals of strategic management in a comprehensive manner which includes situation analysis ,strategy formulation, strategy implementation and strategic control and relates its concepts and techniques to the health care sector.

COURSE CONTENT : The course was designed in the view growing need of evidence based policy and planning to improve populations health. With this purpose ,this was designed to develop epidemiological skills to improve health outcomes of the community and use available information efficiently in health management.

UNIT- I INTRODUCTION TO STRATEGIC MANAGEMENT:-

Basic concepts of strategic management, Benefits of strategic management, Evolution of strategic management, characteristics of strategic decisions

Hierarchy of strategic Intent:- understanding strategic intent, understanding vision ,nature of vision, understanding mission, characteristics of a mission statement.

UNIT- II SYSTEMS DIAGNOSIS:-

- Identifying performance measures, Understanding and analysis, Understanding and Analyzing environment

SITUATIONAL ANALYSIS:-Understanding situation analysis, SWOT analysis, Enviromental Scanning

UNIT- III STRATEGY FORMULATION:-

- Understand the strategy formulation process, Methods of strategy development, systems daignosis,swot analysis, TOWS matrix, Porter's matrix, Product life cycle analysis,BCG portfolio analysis, space matrix

UNIT- IV STRATEGIC IMPLEMENTATION:-

- Understand strategic implementation, what is strategic implementation, steps for translating strategy into action, Developing plan of action for implementation,Resources requirement matrix,Barriers to strategy implementation, Leading and managing implementation.

UNIT- V STRATEGIC CONTROL:-

- Understanding the nature of strategic control, Relationship between planning and control, Measuring performance, Characteristics of effective control, Framework for controlling organizational strategies, Determining the need for change organizational mechanisms for strategic control, Contingency planning as strategic control.

SUGGESTED READINGS

- 1.Strategic Management & Business Policy: - Azhar Kazmi

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RM-402 –SUSTAINABLE TECHNOLOGY MANAGEMENT

COURSE OBJECTIVES :- This course has been designed to create a mindset of value system among the students who are the future managers. To help the students appreciate the essential complementarity between 'VALUES' & SKILLS' to ensure sustained happiness & prosperity which are the core aspirations of all human beings.

UNIT- I

What is sustainable Technology, Sustainable V/S Locally Appropriate Technology, Appropriate V/S in appropriate Technology

Definition, Criteria and Philosophy of sustainable Technology/appropriate Technology/traditional Technology/intermediate technology

Prospect of Sustainable Rural Technologies.

UNIT- II

Role of Sustainable Technology in Sustainable Development, Social-justice and Cultural Change.

Strategies for promotion and transfer of locally appropriate technologies, Technical feasibility Analysis.

UNIT- III

Selected Renewable Power generation technologies:

Bio-Gas Technology –Various models and capacity, Bio-Gas Technology-Various model and Capacity, Aero-generation –Various models and capacity, Bio-fuels and extraction techniques, Gas fire-models and capacity, Smokeless chulahas-capacity, cost capacity, Solar water, solar still.

UNIT- IV

Selected Income-generation technologies:

Mini-Dairy: models capacity, Storing food at home-models and capacity, storing vegetable and fruits-models and capacity, home-soap making :models and capacity, mini- dal mill: models capacity, mini oil extraction plant: models and capacity, processing of soya panner-models and capacity, Grading packing technology –models and capacity, Mushroom production technology _models, cost and capacity, Squash making, jelly and jam making

UNIT- V

Sustainable Health and sanitation technology:

Water purification technology –model, cost, capacity, sanitation technology-models, capacity and Cost, Multi purpose Health care, technology – models, cost and capacity, Soak –pits, NADEP COMPOST

Suggested Readings

1. Sustainable, development, goals; -By Ajay Ahlawat

2. Management, of, resources, for, sustainable, development; -Shushma Goel

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RM- 403 AGRI BUSINESS MANAGEMENT

COURSE OBJECTIVES:

The purpose of this course is to develop an understanding of the underlying concept , strategies and the issues involved in the Agribusiness.

COURSE CONTENT :

UNIT- I. Soil & Crop Management ; - Soil Testing & Fertilizer use, Integrated plant Nutrition Management (IPNM), Integrated Pest Management (I.P.M), Seed Production & Seed Technology, Bio Composting: Nadep, C.P.P Vermi-Compost, C.H.M. Heap Compost, Bio Agents, Tricoderma, Viveria Vasiana, Trico Cards, Neem cake

UNIT- II . Horticultural Crop Management: ADVANCE Farming system; Nursery Management, Machan Farming, Staking, Mushroom cultivation, Post Harvest, Animal husbandry & Dairy Management: Green Fodder, Urea Treatment of straw, beekeeping, Milk Group, Hygienic milk production.

UNIT- III. Agricultural Marketing:- Agri marketing, definition, meaning, Marketing system, Importance of agricultural marketing, advantage, Marketing Functions & channels, Classification of Marketing; 1. Regulated Markets, 2. Co- operative Markets

UNIT- IV. Agri. Cooperatives;- CO-OPERATION; Introduction, meaning, definition, need & importance, principles, development of agricultural Co-operation & its role & importance & functions, structure of Cooperation in India

UNIT- V. Agri Export, Concept of Export as agri business, agri Export policy, Import versus Export Value of cereals & other Agricultural Commodities.

SUGGESTED READINGS

1. Rural Marketing Mgt : Raja Gopal (Discovery publications)
2. Marketing Mgt: Philip Kitler
3. Marketing Mgt : T.N . Chhabra
4. Principle of Marketing: Armstrong & kotler

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RM 404 LIVELIHOOD MANAGEMENT

COURSE OBJECTIVES: To impart training to the students regarding various aspects of Livelihood Management in rural sector.

COURSE CONTENT:

UNIT - I

Concept of Poverty, problem of unemployment in India, Concept of livelihood-Types of livelihood- Primary sector, Secondary sector, Tertiary sector, Livelihood Management differentiate between livelihood & Entrepreneurship, Generation of New Livelihood.

UNIT- II

Interventions For Livelihood-

Identified of Livelihood opportunities, Livelihood promotion- strategies, Advanced livelihood promotion: Marketing, Financing Management. New trend for improvement of livelihood, Micro credit, S.H.G, promoters of livelihood, NABARD, SIDBI, DIC, Govt scheme of livelihood, generation.

UNIT- III Agro-based livelihood- Various types of Agro- industries., Non Agro based Livelihood- Various based Livelihood, New trends in improved livelihood program, (SHG, Micro finance etc.), Planning for new livelihood method methods – Market Based, Resource Based.

UNIT- IV Livelihood impact assessment – Monitoring & Evaluation-Indicators of livelihood development, Tools for sustainable Livelihood development.

UNIT- V Sources of funding of Livelihood activities, Case studies of one of the livelihood projects, DPIP, NREGA, SGSY, MPRLP. Allied new venture.

Suggested Readings

1. Strengthening Rural Livelihood, Edited by David J. Grimshaw & Shalini Kala.
2. Sustainable Livelihoods & Rural Development – IAN Scoones

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RM-405 PARTICIPATORY DEVELOPMENT PLANNING

COURSE OBJECTIVES :- To develop the vision of participatory development. To impart training of participatory techniques & tools. To enhance the vision of development planning in the context of sustainable rural management.

COURSE CONTENT

UNIT I:- Meaning, Message, definition & importance of "participation" in planning, implementation & built-in participatory monitoring of development projects. I.Q, E.Q., S.Q., empathy & sympathy as major components of participation. Nature of participation: Conceptual; moral; professional or technical; labour, material etc.

UNIT-II :- Development ; meaning, definition & goal, Sustainable development; Strategies.

UNIT – III;-Planning ;Meaning, definition, type & goal:- 1. Sectoral v/s multi-level planning.
Concept of development planning, Focus & Measures of 5- year plans in India.

UNIT-IV :- Conventional research methods; Its strength & weaknesses- Survey; case studies; observation & experimental methods: schedule & questionnaires. P.R.A as a tool for understanding people's perceptions, innovations, problems, priorities & projects. Application of PRA tools: Short Comings OF PRA exercises (Reflect: Paulo friezes discoloring society concept; S.H.G).

UNIT– V :- Participatory Development Planning : Exercises.

Suggested Reagarding :-

- 1.Chopara Kanchan; Sage Publication, New Delhi
- 2.Agrawala Rekha; Rural Project Management;
3. Chambers Rebert: P.R.A
4. Mishra R.P. etc. Concept publishing co., New Delhi.
5. Yugandhar B.N.; Concept publishing co. New Delhi.

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RM 406- N.G.O MANAGEMENT

Course Objective :- To Understand the students, about managing , importance & need of N.G.O.

UNIT 1:- Introduction of NGOs, C.GO., G.O., N.G.Os.,
History of Voluntary Action in India
People's Movement & Development Action.

UNIT II:- Phasage of NGO Movement
Types of NGOs
Current Govt. Policy on NGOs involvement.

UNIT III;-Case Studies on NGOs Movement,
Chipko Movement, Narmada Bachao Movement, KSSP Movement, Kundrakudi
Movement, Hamara Ghar Hamara Raj, Feminist Movement., Sariska Bachao Movement, Ganga
Bachao Movement, Jal Jangal Jameen Andolen, Bandhua Majdoor Andolan.

UNIT IV;- Management Of N.G.O
Registration of NGO, FCRA, Income Tax Exemption 80G, Financial Management,
Annual Report Writing, FERRA.

UNIT V;- Project Management
Project Formulation, Project Monitoring, Trainings of NGO's Functions, Human
Resource Management on NGO's, Funding Agencies & their Format/ guidelines

Suggested Readings

1. Adminstration And Management of NGOs:Text And Case Studies -2005 by
R.Kumar(Author),S.L Goel(Author).

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RM- 407 MAJOR PROJECT

MAJOR PROJECT WORK

Every student shall be required to undergo a practical training in an organization for 4 to 6 Weeks, at the end of the second semester Examination but before the commencement of the third Semester course, student will have to submit three copies (soft copy in CD) of the project report based on the training with an attendan certificate from the organization, at least one month before the commencement of term end examination.

Project Report Evolution
Project Report Based Viva-Voce

60 Marks (By External and Internal Examiner jointly)
40 Marks (By External and Internal Examiner jointly)