

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

## **RM 301- GIS & Remote Sensing Based Infrastructure Planning**

**COURSE OBJECTIVES:** This course will introduce the students to the state of the-art concept & practices of remotesensing & GIS. It starts with the fundamentals of remote sensing & GIS & subsequently advanced methods will be covered.

**UNIT I :-** Definition & stages of remote sensing (RS) scope & application of remote sensing in various fields. Types of s., Elementry Idea of:-Pixel, Active & passive remote sensing system, resolution, spatial, spectral, temporal, radio matric resolution, remote sensing platforms, remote sensing satellite data products.

**UNIT II :-** Map, types pf map, scale, contours, longitude latitude, topographical maps of S.O.I, Toposheet, Degreesheet. Elements of Image Interpretation. Tone size, texture, pattern & association, location, association, site, resolution.

**UNIT III :-** Definition of watershed: why management on watershed bars, principles of watershed- Management, objectives, components & classification of watershed ,survey and planning for watershed management , prepration of master plan for watershed management, Rs& GIS application in Infrastructure Mapping , Planning and Management

**UNIT IV :-** Land capability classification on the basis of slope, soil- dept, permeality soil erosion , climate etc, Treatement of land for watershed management , hardware treatment , medium software treatment, software treatment , water harvesting- minor irrigation tank farm pond, anal bud and percolation tanks , terracing , bonding , trenching stop dam , gabion , structure, definition of GIS & GPS, application of remote sensing& GIS in watershed management.

**UNIT V :-** Crop Management : soil and moisture conservation measure, seeding, raw spraing and plant denary ,

- Weed management
- Fertility management
- Alternate land use system , concept, ALUS for Arable and non- Arable lands Alley cropping agric silviculture system, agro horticulture system.
- Horti/silvi pastoral system , horti pastoral system pasture management ,free farming lye farming of.
- Layout plan.

### **SUGGESTED READINGS**

- Introduction to remote sensing , Author -CAMPBELL, Publisher-Taylor & Francis company
- Watershed Management by M.A Khan , Publisher- Agrobioss, Jodhpur.
- Remote Sensing & GIS by Anjee Reddy, B.S Publication , Hyderabad.
- Remote Sensing & Image Interpretation by Lillesend and kiffer by John Wille & Sons

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

## **RM-302 –Business Ethics & Corporate Governance**

**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**

#### **Introduction of Business Ethics**

Introduction , definitions, need, importance for Business Ethics'. Factors affecting business ethics; Importance of Ethics& moral standards; Ethics & moral Decision Making, ethical principles in Business. Business theories : Normative Theories , Gandhian Approach, Friedman's Economic theory, Kant's Deontological theory, Mil & Bentham's Utilitarianism theory.

### **UNIT- II**

#### **Indian Ethos & values**

Need, purpose & relevance of Indian Ethos.

Meaning and Nature of values ;Holistic views of life and its value ,values impact in b business. Indian. value System-Teaching form scriptures and tradition.

### **UNIT- III**

#### **Workplace Ethics**

Introduction ,need, benefits, Principles, Development of Personal Ethics, Employee Attitude and Ethics,. Employees Etiquettes.

### **UNIT- IV**

#### **Corporate Governance**

Introduction, system of corporate governance, OECD principles, Indian model of Corporate Governance, Whistle blowing and its codes.

### **UNIT- V**

#### **Corporate Governance & CSR**

Impact of globalization on Indian corporate and social culture, Advantages and disadvantages of MNC's to the Host Country, corporate Governance and ethical responsibility

Corporate social Responsibility-Introduction, Advantages, Scope for CSR in india, steps to attain CSR

### **SUGGESTED READINGS;**

- |   |   |
|---|---|
| Foundation of managerial work                 | - Chakraborty S.K                           |
| Contribution from Indian thoughts             | - Himalya publication                       |
| Business Ethics                               | - Andrew Crane and DirkMatten, Oxford Press |
| Business Ethics:A Philosophical Reader        | - Thomasl White                             |
| Business Ethics                               | - A.V.RAO(exxelbooks)                       |
| Social Responsibility of Business Enterprises | - sarkar,C.r.,New Century Publication       |
| Business Ethics –Concepts and cases           | - Velasquez                                 |
| Ethics in management                          | - Sherleker ,S.A., Himalya Publising House  |
| Corporate Governance & Business Ethics        | - U.C. Mathur, Macmillanindia LTD           |

# **Rajiv Gandhi Proudhyogiki Vishwavidyalaya,**

## **RM- 303 Value Addition & Rural Marketing Practice**

### **COURSE OBJECTIVES:**

The purpose of this course is to develop an understanding of the underlying concept , strategies and the issues involved in the exchange of product and services between the companies and rural markets and rural products to consumers.

### **COURSE CONTENT :**

#### **UNIT- I**

Concept and meaning of rural marketing , need of rural marketing, rural market s segmentation. Concept of rural consumer behavior, research in rural consumer behavior, method of conducting rural marketing research.

#### **UNIT- II**

Product Planning: Product mix and product life cycle, product diversification. Product Pricing, Pricing strategies.

#### **UNIT- III**

Supply chain management, Distribution channels in rural marketing, channel power and efficiency, channel structure , Advertising for rural marketing different methods of rural advertising,

#### **UNIT- IV**

Value addition , basic principles of processing and preservation, value addition and quality control, Grading, Packaging and labeling

#### **UNIT- V**

Case study on multi-nationals in rurals marketing  
Case study on NGOs in Rural Marketing.  
Case study on Social Marketing.

### **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

# **Rajiv Gandhi Proudhyogiki Vishwavidyalaya,**

## **RM-304 MICRO FINANCE AND LIVELIHOOD PROMOTION**

**COURSE OBJECTIVES:** To impart training to the students regarding various aspects of Micro Finance and Livelihood Promotion in rural sector.

### **COURSE CONTENT:**

#### **UNIT - I**

Concept of Micro Finance. Nature & objective, Genesis or Importance, Functions of Micro Finance, Role of MF in Indian Economy and Present status, Difference between Micro Finance Act.

#### **UNIT- II**

Formulation of and Management of Self –Help – Group (SHGs), Types, Function, Role & Responsibility of SHGs, Characteristics of SHGs.

#### **UNIT– III**

Advantages of Financing through SHGs. Saving Grading of SHG, Different models of SHGs in India. Organisational structure of SHGs . SHGs quality and leadership.

#### **UNIT– IV**

Planning of New livelihood – Market based & Resource based , new trend for improvement of livelihood, identification of Livelihood opportunities.

#### **UNIT– V**

Livelihood Promotion:

Promoting Derivative, Micro credit , SHG, Fund arranging from various promoters of livelihood , NABARD, SIDBI , DIC, Government scheme of livelihood generations.

#### **Suggested Readings**

1. Microfinance Sustainable Livelihood Promotions in India;- By, M.R. Shollapur
2. Microfinance in India ;- By ,K.G Karmakar

# **Rajiv Gandhi Proudhyogiki Vishwavidyalaya,**

## **RM-305 MICRO CREDIT MANAGEMENT**

### **COURSE OBJECTIVES**

The objectives of this course is to expose the learner to the fields off project management. focus will be to train the students to develop their projects.

### **COURSE CONTENT**

#### **UNIT I**

Concept of Micro Finance .Nature & Objective, Genesis or Importance , Functions of Micro Finance, Role of MF in Indian Economy and Present status , Difference between Micro & Macro Finance Act.

#### **UNIT-II**

Formulation of and Management of Self Help Group (SHGs) , Types , Function, Role & Responsibility of SHGs, Characteristics of SHGs . Advantages of Financing through SHGs. Different models of SHGs in India. Organisational structure of SHGs. SHGs quantity and leadership.

#### **UNIT – III**

Simple Accounting system for SHGs, Need & Importance of record –keeping of Financial Transactions, Nature and Objectives, Concept, Conventions and principle of accounting . Incomplete Accounting System . Double entry system , journal , ledger , cash book , Trail balance , P&L A/C and Balance sheet.

#### **UNIT-IV**

Financial Assistance of NGOs for promotion of SHGs Formation of SHGOs, Org.& Mgt. of NGOs evolution , Role of NGOs in Micro Finance Institutions

#### **UNIT– V**

Concept of case study , Need , Importance, Type of cases Advantages & Limitation of case Method study . Issues of case study , preparation of successful case study on SHGs, NGOs.

### **Suggested Reagarding :-**

1. **SHGs: Formation and Management , Dr. S.K. Jha, Society of Action Vision & Enterprise.**
2. **Linking SHGs with Banks : NABARD**
3. **Guidelines for fields level management workers of SHGs and Credit Groups : R.C.Gupta , Friedrich Ebert Sifting.**

# **Rajiv Gandhi Proudyogiki Vishwavidyalaya,**

## **RM-306 SOCIAL ENGINEERING**

### **COURSE OBJECTIVES**

The objective of this course is to help student gain an understanding of Business Ethics , Social Responsibility & Corporate Governance.

### **COURSE CONTENT:**

#### **UNIT- I**

Social –Engineering: Meanings, message and purpose.  
Definition of individual, group, society and community.  
Properties of Human potential E.q., Emotion intelligence (E.I.) and Spiritual intelligence(SI)

#### **UNIT-II**

Social- Engineering : Current status  
Tools of Social – Engineering and linking it with development devices.  
Status and role of family structure in sustainable social development.

#### **UNIT- III**

- Marriage- as a tool of multiplying development devices.
- Ancient Indian approaches in marriages settlements.
- Current status of marriage institutions.
- Marriage conernity Indian laws.

#### **UNIT- IV**

- Group – Dynamics – meanings role and strategies
- Team : Definition , purpose and role
- Startergies of team – building and task allotment
- S.H.G. as a tool of current rural development: SWOT Analysis.

#### **UNIT- V**

- Startegy for creating social Engineering in India:
- Cutting edge phase -1 (Next Five Years)
- Cutting edge phase-2 (Next Ten Years)
- Cutting edge phase- 3(Next Fifteen Years).

### **Suggested Readings**

1.Influence, The psychology of Persuasion, By;- Robert B. Cialdini

# **Rajiv Gandhi Proudhyogiki Vishwavidyalaya,**

## **RM-307**

### **MINOR PROJECT WORK**

Every student hall be required to under go a practical training in an organization for 4to6 Weeks, at the end of the second semester Examination but before the commencement of the third Semester couse, student will have to submit three copies (soft copy in CD) of the project report based on the training with an attend an 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)  
40Marks(By External and Internal Examiner Jointluy)