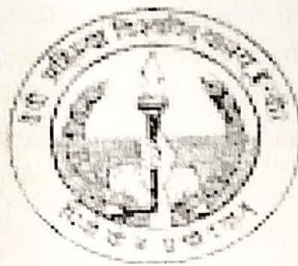


MBA (RURAL DEVELOPEMNT)

Syllabus

2018-2020



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SCHOOL OF SOCIAL SCIENCE (SOSS)

DEVI AHILYA VISHWAVIDYALAYA, INDORE(M.P.)

S. D. Dixit

V. P. Jaiswal

School of Sciences, DAVV., Indore(M.P.)

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

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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:

Semester 1 July – December

Sr. No.	Paper Code	Nomenclature of paper	Credits
Core I	MBARD- 101	Rural Community and Development Issues	3
Core II	MBARD- 102	Rural Development: Concepts, Policy and Programmes	3
Core III	MBARD- 103	Essentials of Management	3
Core IV	MBARD- 104	Rural Credit and Finance	3
Soft Skills	MBARD- 105	Social Communication & Personality Development	2
Ability Enhancement	MBARD- 106	Computer application	2
Ability Enhancement	MBARD- 107	Field Work Practicum	4
Virtual Credit		Comprehensive viva voce	4
		Total	24

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Semester 1 July – December

MBARD- 101 : RURAL COMMUNITY AND DEVELOPMENT 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.

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

UNIT 1: Rural Community and rural social structure

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

UNIT 2: Organisation in Rural Development, Rural problems

School, Co-operatives, village Panchayat's , Women's Club, Self-help group etc. Poverty unemployment, Problems related to agriculture (land holding product marketing) Community Health. Tagore, Gandhian an C subramanian ect.

UNIT 3: Approaches to Rural Community Development

Community Development: Meaning, Objectives, Scope, Principles, Process, Models, and Methods experiments in rural development.

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

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

UNIT 4: Panchayati Raj institution (PRL) 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 5: Community Participation and Cooperatives

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Meaning elements basic principles and obstacles in community participation participatory communication concepts and methods (PCRD)

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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MBARD- 102 : Rural Development: Concepts, Policy and Programmes

Course Objective: This subject enables the students to understand the basics of policies formulation and its effect on nation's development.

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

- Understand share of agribusiness
- Learn about planning commission
- Discuss role of NGO's
- Aware about Self Help Group

UNIT- I 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- II Role of Planning Commission

Overview of PC ,Idea behind the establishment if planning commission of India hierarchy in PC, Goals and motivation behind PC, Study of various five year plans, implementation of various plans .Approaches evaluation method adopted for planned periods .

UNIT- III Role of NGO's

NGO'S: Role in rural development concepts, Structure, funding, Problems and limitations. Role of CBO'S concepts structure, source of funding, limitation. Community based organization –watershed management. Village forest committees .Role of NGO's and CBO's in sustainable rural development

UNIT: IV Industrial Policies and Programme

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, handicraft. (Problems of marketing -: marketing strategy and information for rural industries –consortium approach –exhibition.

UNIT: V Human Resource Development and Self Help Group

HRD importance in rural development, Human capital formation: importance, efforts, achievements. Raising nutritional and education standards. Self-help groups promotion structure, saving operation credit operation, monitoring evaluation, impact assessment.

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References:

1. POVERTY REDUCTION POLICIES AND PRACTICES IN DEVELOPING ASIA
BY DR BP TYAGI, AND HP SINGH
2. RURAL DEVELOPMENT CONCEPTS AND RECENT APPROACHES 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-OPERATIVE AND RURAL DEVELOPMENT BY DR RAIS AHMAD
6. AGRICULTURE EXTENSION: FARMER EDUCATION AND RURAL
DEVELOPMENT
7. KNOWLEDGE AND RURAL DEVELOPMENT BY DANIELE CLAVEL

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MBARD- 103 : 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 1: 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 2. Strategic Management Planning :

Define planning, Business policy and strategic management, basic steps in planning process i.e. Strategic planning, Formulation of strategy (external and internal elements of firms), strategic analysis , strategic implementation foundation of business strategy; Ansoff 's growth model, BCG model, porters strategies, Swot and tows matrix, and Case studies.

UNIT 3. Organising And Organisational Behaviour :

Nature and purpose of organising, Organization structure: Formal and informal groups/Organization, Centralization and Decentralization. Organizational Behaviour; concept and significance, Relationship between management and organisational behaviour, organizational culture, Attitudes; Perception; Learning; Personality and values; emotions and moods. Motivation And Leadership: its concept and theories.

UNIT 4: Staffing :

Meaning and concepts of staffing, Nature & Scope of Staffing. Manpower planning, job analysis and job description
Recruitment: Meaning, sources, Advantages and Disadvantages
Selection: Meaning, importance, stages of selection procedure

UNIT 5 Communication, directing and controlling :

Communication and directing: Concept and Definition, Importance, Process, Barriers to Effective Communication and Measures to Overcome Communication barriers.
Controlling: Concept, Definition, Basic control process.

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

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MBARD- 104 : Rural Finance and Credit

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 1

Financing Agriculture and allied sectors in rural areas - Agricultural credit – organizational pattern and evolution in the rural credit sector. Special features of Agricultural Finance

Unit 2

Financial Institutions in Rural India
Formal and Informal financial institutions – Inadequacy of bankers and emergence of money lenders –Sources of rural finance.

Unit 3

Regional Rural Banks (RRBs)
Role of RRBs in Rural Credit – NABARD and Rural Credit – Functions of NABARD- Achievements and Performance of NABARD in the Rural credit sector.

Unit 4

Co-operative Credit
Importance and role of Co-operatives in Rural Development –growth and Progress of cooperatives – evolution of cooperative movement in India.
Primary Agricultural Credit Societies (PACS) – Functions, Management, Crop loan system; District Central Co-operative Banks- Functions, Management, Credit Policy, Scale of finance, disbursement of loans procedure; State Cooperative Banks and its role.

Unit 5

Non-Farm Sectors (NFS)
Concept and definition - Government Policy on non-farm sector financing –Schemes of Non-farm Sector- Role of NABARD, KVIP, SIDBI, NCDC in financing Non-farm Activities.
Micro-finance, Micro finance Institutions - Progress and Performance of SHGs- Bank Linkage Programs in India – Financial inclusion through micro credit programs.

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

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MBARD- 105 : 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-1

FRAMEWORK TO BUSINESS COMMUNICATION :

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

Unit-2

CHANNELS, TYPES AND FORMS OF COMMUNICATION:

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

Unit-3

ARTICULATION AND DRAFTING:

Definition & how to articulate , techniques for better articulation, Speak clearly & distinctly, 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-4

ENHANCEMENT SKILLS / EMPLOYABILITY SKILLS:

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, learn how to say No, positive thinking tips & tricks, have an effective brain storming session.

Unit-5

PRATICAL EXERCISES

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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

MBARD- 106 : COMPUTER APPLICATIONS: THEORY AND PRACTICAL

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 evolution of Computer
- Learn about types of devices
- Discuss role of operating system
- Aware about MS Word, MS Excel
- Prepare Presentation on Power point.

Unit I: Introduction to computer

Evolution of computer, definition of computers, block diagram of computer, characteristics of computers, advantage and limitation, elements of computer, classification of computer, Van Neuman architecture-, computer language, internet and its introduction.

Unit II: Memory and devices

- Devices: input device, output device, storage device.
- Memory: Introduction, types of memory, RAM & ROM.

Unit III: Operating system:

Definition, meaning, functions and types of OS, process, Introduction to DOS, windows, application software and its types.

Unit IV: MS word:

MS Word & Word Processing : meaning and features of word processing – advantages and applications of word processing - parts of MS word application window – toolbars – creating, saving and closing a document – opening and editing a

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document - moving and copying text – text and paragraph formatting, applying bullets and numbering – find and replace – insertion of objects, date and time, headers, footers and page breaks – auto correct – spelling and grammar checking , mail merge : meaning, purpose and advantages – creating merged letters, mailing labels, envelopes and catalogues- working with tables – format painter.

Unit V: MS Excel:

Features of MS excel – spread sheet / worksheet, workbook, cell, cell pointer, cell address etc., - parts of MS excel window – saving, opening and closing workbook – insertion and deletion of worksheet – entering and editing data in worksheet – cell range – formatting – auto fill –formulas and its advantages – references : relative, absolute and mixed – functions: meaning and advantages of functions, different types of functions available in excel – templates –charts – graphs –data sorting, filtering, validation,

Unit VI: MS Power Point:

Features, advantages and application of Ms Power point – parts of MS power point window – menus and tool bars – creating presentations through auto content wizard, templates and manually – slide show – saving, opening and closing a presentation – inserting, editing and deleting slides –types of slides - slide views- formatting –insertion of objects and charts in slides- custom animation and transition.

Unit VII: SPSS & PPT Presentation

References:

- | | | |
|---------------|---|--|
| Sushila Madan | : | Information technology by, Taxmann allied services (P) Ltd. |
| Ramesh Behl | : | Information technology for management by, Tata Mc Graw Hill education Pvt. Ltd. |
| Alexis and | : | Fundamentals of information technology. (Text Book) by, Mathews Leon , Vikas publication |

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Semester 2 Jan-May

Sr. No.	Paper Code	Nomenclature of paper	Credits
Core I	MBARD- 201	Rural Banking and Micro Finance	4
Core II	MBARD- 202	Human Resource Management	3
Core III	MBARD- 203	Rural Social Framework in India	3
Core IV	MBARD- 204	Agribusiness and Rural Industries	3
Elective	MBARD- 205	Rural Entrepreneurship	3
Elective Generic	MBARD- 206	Quantitative technique in Rural development	3
Ability Enhancement		Field Work Practicum	4
Virtual Credit		Comprehensive viva voce	4
		Total	27

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.

MBARD- 201 : RURAL BANKING AND MICRO FINANCE

Course Objectives: The course seeks to underline the tenets of social banking and inclusive financial system. In this context reference is sought to be made to the evolution of micro finance initiative as a socially responsive and yet commercially viable proposition.

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

- Understand rural bank
- Learn about types of rural credit
- Discuss role of commercial banks
- Aware about micro finance

Unit: I

Rural Banking Centred: Development banking – social banking – banking structure: commercial banks, cooperative, RRBS constraints in credit delivery system - NABARD and rural development – micro finance. Introduction – Problems of Rural indebtedness - Need for rural credit role of credit-objectives of the credit sources of the rural credit institutional and non institutional credit-Credit delivery mechanism in rural finance

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Unit: II

Role of Commercial Banks and Rural Credit-Objectives and functions of commercial Banks-The Progress of Commercial Banks-Types of Rural Credit Short term and long term credit-Terms and Conditions of finance-Repayment conditions-Lead Banks Scheme and Rural Credit: -Service Area Approach-New Strategy for Rural Credit.

Unit: III

Regional Rural Banks-Role of RRBs in Rural Credit-Aims Objectives and Functions RRBs-Progress of RRBs-Financing and Re-payment procedure of RRBs-NABARD and Rural Credit-Objectives and Functions of NABARD Achievements and Performance of NABARD-Problems.

Unit: IV

Co-operative Credit: importance and role of Co-operatives in Rural Development – growth and Progress of cooperatives – cooperative movement in India and evolution – Principles of Cooperatives - Aims, objectives and Functions of Cooperatives - Role of Cooperative credit – the trends in growth-Structure Organizations and functions.

Unit: V

Rural Cooperative Credit Societies-The Structure of cooperative credit societies– PACs, DCCBs, and APSCB-Their Aims, objectives and functions-Terms and Conditions of Finance-Re-payment Procedure-progress and problems of Finance.

UNIT:VI

Micro finance: Concept, Elements, Importance and Brief History-Sustainable community Banking-role of Micro finance in Poverty Reduction. Concept and Importance of women empowerment-national Policy for the empowerment of women-Role of Micro finance in women empowerment.

References:

1. Rudradath and K.P.M.Sundaram-Indian Economy—S.cand & Co. Limited, New Delhi-110055, 2008
2. S.K.Mitra & V.K.Puri – Indian Economy- Himalaya Publishing House, Mumbai- 400004, 2008. I.C.Dingra: Rural Banking in India- S.cand & Co. Limited, New Delhi-110055, 1994 A.N.Agarwal and Kundana Lal: - Rural Economy of India – Vikas publilshing House Ltd. – New Delhi-110014, 1990.
3. R.D.Bedi – Theory, Histry and Practice of Co-operation, Loyal Book Depot, Meerut, 1979 Dr.B.S.Mathur – Co-operation in India – Sahitya Bhawan, Agra – 282003, 1988.
4. Rais Ahmad – Rural Banking and Economic Development – Mittal publications, New Delhi – 110059, 1998.
5. T,N,Hajela – Principles, problems and practice of Cp-operation- Shivala Agrawala & Co. – Agra-3, 1987.
6. I.C.Dingra – Rural Banking in India – Sultan Chand & Sons, New Delhi – 110002, 1994. S.K.Datta – Co-opiative Socities and Rural Development, Mittal Publications – New Delhi-110059, 1991.
7. M.L.Varma – Rural Banking in India – Rawat Publications, Jeypore – 302017, 1988. Rudra Pratap Singh – NABARD – Organization – Management and Role- Deep & Deep Publications, New Delhi – 110027, 1994.

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MBARD-202 : 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

Nature, process, importance of job analysis, Methods of data collection for job analysis, potential problems with job analysis, competency based job analysis, Job description and job specification, Job design significance, Factors, approaches of job design, Job enrichment and job enlargement, Job evaluation process and methods .

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

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Meaning, Nature and importance of training and development Training process, how training needs are identified, Methods of training, Effectiveness of training programme.

Performance Appraisal

Meaning nature, importance & purpose of performance Appraisal, Methods of Performance Appraisal Challenges and legal issues in Performance appraisal, Promotion transfer and demotion. Job satisfaction, job Enrichment, Job empowerment

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, Theories of wages, Factors that influence wage and salary.

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

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MBARD-203 : 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
3. Dr. S.S Khanka Human Resource Management S. Chand Publication

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MBARD-204 : AGRIBUSINESS AND RURAL INDUSTRIES

Course Objectives: To give the insights about agricultural system and its industrial importance to students. And how rural industrialization is important for agricultural development.

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

- Understand rural industries
- Learn about rural market segmentation
- Discuss role of marketing network in rural industry
- Aware about NABARD

UNIT I

Introduction to Rural Industries, Importance, Market Size and Physical Structure of Rural Society, Corporate Interest in Rural Market, Classification of Rural Product and Rural Market.

UNIT II

Rural Marketing Management: Rural Market Segmentation, Targeting and Positioning, Rural Marketing Strategy, Defects and Lines of Improvement in Agriculture Marketing. Decision Areas – Rural Product, Pricing Objectives and Techniques, Rural Distributions Channel, Criteria for Channel Selection, Rural Communication, Media Planning Sale-force Management.

UNIT III

Marketing of Agricultural Products – Agricultural Inputs and their Types, Government Efforts, Challenges, Agricultural Marketing, Marketing Rural Non-Farm Products, Marketing Network, Social Structure of Rural Society, Different Marketing Agencies and Institutions, Various Types of Distribution Channels in Rural Marketing.

UNIT IV

Introduction to Rural Financing, Sources of Finance, Requisites of a Good Finance System, National Level Credit Agency- NABARD, Functions of NABARD, Schemes and Patterns of NABARD.

UNIT V: Case studies with each sections.

References :

1. Warren M - Financial Management for Farmers and Rural Managers (Blackwell Publishing)
2. Prag P A - Rural Diversification (EG Books)
3. Thorner Daniel and Morner Alice - Land and Labour in India (Asia Publishing House)
4. Deu S. Mahendra and Basu K.S. - Economic and Social Development (Academic Foundation)
5. Gopaldaswamy T.P. - Rural Marketing Environment, Problems and Strategies (Vikas, 1st Ed.)

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MBARD-205 : ENTREPRENEURSHIP AND RURAL MANAGEMENT

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: Industrial Policy, and Five year plans

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

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% EQUs, Sickness of small scale units and revival.

UNIT- V

Social Entrepreneurship: Meaning and Concept and Characteristics.

References::

1. Srinivasan N.P. – Entrepreneurial Development

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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

MBARD-205 : QUANTITATIVE TECHNIQUES AND OPERATION RESEARCH IN RURAL DEVELOPMENT

Course Objective :

The objective of this course is to give training to the students in using quantitative and statistical methods in analyzing data, inferring and decision making in rural industries.

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

- Understand basics of QT and OR
- Learn about linear programming
- Aware about various mathematical models

UNIT -I : Quantitative Techniques and Operations Research:

Meaning, Scope of Quantitative Techniques and Operations Research in Rural Management, Advantages and Limitations of Quantitative Techniques. Modeling in OR.

UNIT -II : Linear Programming:

Meaning of Linear programming, General Mathematical formulation of LPP, Graphical Analysis, Simplex Method, Big-M Method, Advantage and limitations of LPP.

UNIT-III: (a) Transportation Model:

Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method

(b) Assignment Problem:

Assignment Model as a particular case Transportation model, formulation of assignment problems, Solution of assignment problems using Hungarian Method (Minimization and Maximization).

UNIT- IV: Waiting Line Models:

Introduction, Scope in Management Decisions, Queuing Models M/M/1 (Infinite and Finite Population), probability calculations and application of M/M/C (Infinite population).

UNIT -V. :Replacement Models : Introduction, Scope in Management, Single Equipment Replacement Model and Group Replacement

UNIT -VI: Game Theory & Simulation: Introduction to Games, Maximin and Minimax Principles, Pure and Mixed Strategies, Solutions of Games using Algebraic and Graphical Methods. Introduction to simulation, Monte Carlo Technique and its applications.

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UNIT -VII.: **PERT & CPM**: Introduction, Network & its Analysis, difference between PERT & CPM, PERT.

References:

1. N. D. Vohra. "**Quantitative Techniques**", New Delhi: Tata McGraw Hill Publications, 15th Ed.
2. Hamdy A. Taha, "**Operations Research: An Introduction**", New Delhi: Prentice Hall of India Pvt. Ltd.
3. Haruly M. Wagner, "**Principles of Operations Research with application to managerial decisions**", New Delhi: Prentice Hall of India Pvt. Ltd, 2nd Ed., 1996.
4. P. K. Gupta and D. S. Hira, "**Operations Research**", New Delhi: Sultan Chand Publications, 2000.

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Semester 3 July-Dec

Sr. No.	Paper Code	Nomenclature of paper	Credits
Core I	MBARD- 301	Rural Institutions, Programs and Intervention	3
Core II	MBARD- 302	Financial Accounting for small business	3
Core III	MBARD- 303	Rural Marketing Management: Concept and Cases	3
Elective	MBARD- 304	Logistic and Supply Chain Management In Rural Development	3
Elective Generic	MBARD- 305	NGO's Management	3
Soft Skill	MBARD -306	Public Health policy and management	3
Ability Enhancement		Field Work Practicum	4
Virtual Credit		Comprehensive viva voce	4
		Summer internship report and presentation	2
		Total	28

MBARD- 301 : 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: 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 II: 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

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Unit III: 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.

Suggested references:

1. Panchayati Raj Institutions and Rural Development, B.C. Barik and U.C. Sahoo, Rawat Publications

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MBARD- 302 : 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: Introduction to Public Health:

Public Health: Genesis and Development of the concept, Healthcare versus, Medical Care, Approaches to Public Health. Health and Disease: Basic Concepts and Definition, Disease Control and Levels of Prevention, Determinants and Indicators of Health, Health situation and Trends in India. Health Policy National Health Policy of India, Nepal, global Health policy Concept of primary health care, Different sectors in health system including AYUSH

UNIT II Health Infrastructure & Health care Delivery Systems:

Government Health Programs/ Systems: ESI, Railways, Military, etc. National Health Programs: An Overview of major National Health Programs, Issues in Public Health, Gender and Health: Status of women in society, Equity and Equality, Role of women in family decision making, life cycle approach, gender analysis framework, gender issues in different disease conditions, Ethical issues: Ethics and Medical experimentation, general ethical principles, ethical committee, Nuremberg code, Helsinki declaration.

UNIT III Healthcare Legislation in India:

Legal aspects of healthcare, the maternity benefit act, The immoral traffic (prevention) act, The transplantation of human organs act, PNDDT Act, The registration of birth and Death act, The child Labour (prohibition and regulation) act, Biomedical waste Rules, COPRA Act, Indian factories Act, ESI Act.

References:

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

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MBARD-302 : RURAL MARKETING 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.

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

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.

UNIT II

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 III

Principles, procedures and processes of Rural Marketing Management and applications of systems approach. Rural Marketing strategy and implementation of the principles of Marketing Mix.

Unit IV

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.

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)

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5. Philip Kotler: Marketing Management.
6. Barkar, J.W.: Agricultural Marketing, Oxford University Press, New York.
7. Chopra- Marketing Management (Wiley Dreamtech)

MBARD-303 : LOGISTIC AND SUPPLY CHAIN IN RURAL DEVELOPMENT

Course Objective: 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 overview of SCM
- Learn about framework of logistics
- Discuss role of transportation
- Aware about international transport systems for rural market

UNIT 1: 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, integrated logistics supply chain model in agriculture and small scale industries. Supply chain management: A key to success in Indian rural market.

UNIT 2: Basic framework: Introduction, objectives and scope of logistics, Role of logistics in SCM, Importance of logistic management, logistic service providers, Various key terms.

UNIT 3: Transportation- Modes of transportation, Role of rural transportation in LSCM, transportation Decision (Pricing, Rate), Multimodal transportation act and its documents Containerisation and Vessels scheduling .

UNIT 4: International Transport System and Logistics Practices: Air, Rail and Road Transport. Dry ports and inland water ways; choice of mode. Govt. policies and regulations related to rural logistics; environment protection act, consumer protection act, packaging rules related to safety and quality. Reverse logistics; Challenges and scope of reverse logistics, Logistics practices.

UNIT 5: Current issues in SCM and logistics challenges for future.

Recommended Books:

1. Business Logistic Management – R.H. Ballou
2. Logistic Management & World Seaborne Trade – K. Muthaiah, Himalaya Publishing House Ltd.
3. Supply Chain Management---Sunil Chopra ,Printice Hall Publication
4. Logistics &Supply Chain Management-- Raghoramay,, MacMillan India Ltd

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MBARD-304 : NGOs 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

Legal procedures for establishment of NGOs – Trust and Society and their differences. Formation of Trust and Society. Registration procedure for NGO. Tax Reliefs under various Acts.

UNIT - II

Office Procedure and Documentation – Documents of trust and society. Contents of Memorandum of Association (MOA), Importance of by-laws, Registration under Company's Act. Difference between public and private trust.

UNIT - III

Basics of Accounting, Budgeting and Resource Mobilization for NGO's. Basic principles of accounting, steps in accounting, Book of Accounts, Terms used in Journal, ledger and Trial – Balance for management. Financial year closing Accounts for Audit – Capital Fund, Fixed Assets, Resource Mobilization, Rules regarding receipt of funds from foreign countries.

UNIT – IV

NGO's Social Marketing – Principles and Concepts of Marketing, difference between selling and marketing, Concepts of Marketing Mix, Concept of Social Marketing. Distinguish between social and commercial marketing. Fundamental Component of Social Marketing. Behavioral Change, Challenges for NGO Community in Social Marketing. Corporate Social Responsibility and Social Marketing.

UNIT – V

Project Management – Basic Concepts of Project Management, Project identification, Project life cycles and success factors for NGO's.

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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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MBARD-305 : 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.

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: Identification of different Accounting concept applied in various transactions, its accounting entries and its presentation in Annual Financial Statement.

UNIT IV :

Analysis of financial statements – Financial ratio analysis, cash flow (as per Accounting Standard 3) and funds flow statement analysis.

Text Books Reference Books:

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.

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Semester 4 Jan-May

Sr. No.	Paper Code	Nomenclature of paper	Credits
Core I	MBARD- 401	Strategies For Sustainable Development	3
Core II	MBARD- 402	Legal Aspects Of Business	3
Core III	MBARD- 403	Self Help Group, Micro finance and Cooperatives	3
Core IV	MBARD- 404	Rural Business Environment	3
Elective	MBARD- 405	Rural Economics	3
Ability Enhancement	MBARD- 406	Rural Resources And Development	2
Ability Enhancement		Field Work Practicum	4
Virtual Credit		Comprehensive viva voce	4
		Total	25

MBARD-401 : STRATEGIES FOR SUSTAINABLE RURAL DEVELOPMENT

Course Objective: Course enables students to get knowledge about business and its sustainability.

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

- Understand strategies for sustainability issues
- Learn about resource management
- Discuss various indicators

Unit-I: 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-II: Resource Management and Sustainable Development

Renewable and non-renewable energy sources and integrated energy management; integrated water resource management; rainwater harvesting; wetland management and conservation; integrated strategies for soil

conservation and regeneration; sustainable agriculture –principles and practices; sustainable aquaculture and fisheries – principles and practice; food and livelihood security; conservation and management of forest, wild life and biodiversity; disaster management; case studies.

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Unit III:

Development of Indicators of Sustainability through studying some sustainable Rural Development projects (Case studies).

References:

1. Rural Development: Issues and Experiences (Economy: World Series), SantapSanhari Mishra, SudhirGhosh, ICFAI UNIVERSITY PRESS (2008)
2. Agriculture and the Environment: Perspectives on Sustainable Rural Development, Ernst Lutz, World Bank Publications
3. Diversification And Sustainable Rural Livelihood: A Study In Semi-Arid Villages Of Western India– 2005, H. S. Shylendra, Uma Rani, Concept Publishing Company

MBARD-402 : 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

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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

MBARD-403 : SELF HELP GROUP MICRO FINANCE AND COOPERATIVES

Course Objective:

Self Help Group and other micro-level innovative credit systems contributed significantly in empowering underprivileged in India and abroad in recent times. Paper has two purposes—

- (a) To acquaint students with the various institutional arrangements as well as recent contribution of various innovative credit systems at the micro-level for financing rural development sector;
- (b) Management of small groups involved in micro-finance for social and economic empowerment of their group members in particular and the society in general.

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

- Understand Financial institutions
- Learn about cooperative banks
- Discuss emergence of RRB's Policy
- Aware about development programme

Unit I

Financial institutions for rural development-Basic understanding of rural and development credit. Institutional structure for rural financing in India: policy and schemes of NABARD, recent financing scheme of the Government.

Unit 2:

Development of cooperative banks in India with special reference to PACS, CCBs, LDBs. Rural financing through commercial banks-Policies and objectives before and after nationalisation of banks, Branch expansion policy and programmes.

UNIT 3:

Emergence of RRBs policy, objectives, functions, progress and achievements. Micro finance at small group level: concept, emergence, objectives and thrust areas. Case studies of recent success stories.

UNIT 4:

Management of small groups, cluster and federation from credit and trade perspectives. Role of facilitating agencies. Linkages between small group and Banks.

UNIT 5:

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Convergence of with development programmes and implementing departments of government.
Withdrawal strategy for facilitating organizations.

References:

1. V S Somnath- Microfinance (ExcelBooks)
2. Panda- Understanding Microfinance (Wiley India)
3. Craig Churchill & Cheryl Frankiewicz-Making Microfinance Work
4. Marguerite S. Robinson- The Microfinance Revolution (Kindle Edition)

MBARD-404 : RURAL BUSINESS ENVIRONMENT

Course objective:

The present course aims at familiarizing the participants with various aspects of economic, social, political and cultural environment of India. This will help them in gaining a deeper understanding of the environmental factors influencing Indian business organizations.

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

UNIT- I

Business Environment-Meaning, Importance, Environmental Factors, Recent Political Environment, Recent Economic and Financial Environment, Planning In India-Planning Commission,

Industrial Policy: New trade policy-1991 onwards, Industrial Licensing in India

UNIT-II

Indian Financial System : Monetary And Fiscal Policy, Economic Trends, Price Policy, Stock Exchange Of India, Role of regulatory institutions in Indian financial system – RBI and SEBI , National Income, Role of Industry in Economic Development, Foreign Trade and Balance of Payment, Poverty in India, Unemployment in India, Inflation, Human Development, Rural Development, Problems of Growth

UNIT-III

Liberalisation, Privatization and Disinvestments, Special Economic Zone (SEZ) and their role and impact in International Business Environment, Redefining Value Proposition to MSMEs

UNIT-IV

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Social Responsibility of business enterprises, New Economic Policy, Globalization, EXIM policy and role of EXIM bank, FDI policy, Multinational Corporation (MNCs) and Transnational Corporations (TNCs), Global Competitiveness, technology and competitive advantage, technology transfer – importance and types, Appropriate technology and technology adaptation.

UNIT V

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

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).

MBARD-405 : 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 2:

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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 3:

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 4:

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 5:

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, Reorganization of rural credit- cooperatives, commercial banks, Regional rural banks, role of NABARD.

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)

MBARD-406 : 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.

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Unit 1:

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 3:

Rural Ecology:

- Irrigations
- Water supply
- Habitations
- IRDP programs

Unit 4:

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

Unit 5: 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)

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Syllabus

2020-2022

SCHOOL
DEVI AHILYA

SCHOOL OF SOCIAL
SCIENCES (SOSS)

VISHWAVIDYALAYA,
INDORE

Course Curriculum •

Programme Code: SS5F

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semester I Jul-Dec

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

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Semester II Jan-May

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

Semester III Jul—Dec

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

Semester IV Jan-May

<u>Sr. No.</u>	<u>Paper Code</u>	<u>Nomenclature of paper</u>	<u>Credits</u>
<u>Core I</u>	<u>SS5E-602</u>	<u>Rural Resources and Development</u>	<u>4</u>
<u>Core II</u>	<u>SS5E-604</u>	<u>Rural Economics</u>	<u>4</u>

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<u>Core III</u>	<u>SS5E-608</u>	<u>Rural Business Environment for sustainable development and Corporate Social Responsibility</u>	<u>4</u>
<u>Elective</u>	<u>SS5E-622</u>	<u>Legal Aspects of Business</u>	<u>3</u>
<u>Elective Generic</u>	<u>SS5E-624</u>	<u>Elective Generic from another department/MOOC</u>	<u>3</u>
<u>Ability Enhancement</u>	<u>SS5E-626</u>	<u>Field Work Practicum with Major Research Project</u>	<u>4</u>
<u>Virtual Credit</u>	<u>SS5E-652</u>	<u>Comprehensive Viva Voce</u>	<u>4</u>
		<u>Total</u>	<u>26</u>

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