



**Syllabus of
Bachelor of Business Administration (BBA) in
Rural Management
Maulana Abul Kalam Azad University of
Technology, WB**

**Proposed Course Curriculum / Syllabus (CBCS)
Of Bachelor of Business Administration (BBA) in Rural Management**

Duration of Course – 03 years , 06 Semesters

Year of Commencement: 2022

Eligibility : 10+2 or equivalent

Aim & Objective : Indian Rural Economy sector contributes around 25% in the GDP. It provides employment to more than 65% of the population. The sector is facing an increasing complex business environment due to integration of world market, technological advancement, development of the derivative market etc. To cater to this complexity skilled manpower is required to respond to the current situation and take quick and right decision. Rural Development being the prime focus on today's date for Indian economy requires skilled manpower across India.. Above all, there are huge self employment opportunities exists . To cater to this complexity skilled manpower in Rural Development and Rural Management is required to respond to the current situation and take quick and right decision with help of knowledge and skills they gain by pursuing the course . Participants after completion of the course can join as Manager , Officer , supervisor capacity in Rural Developmental Organisations and funding agencies , NGOs , Developmental Organisations , Rural Financial Organisations , Banks , Government Organisations etc

Programme Outcomes : On Completion of the Course students will be able to

- PO 1 : Develop/ Apply knowledge related to planning, formulation, monitoring and evaluation of Rural development projects and programmes
- PO 2 :Develop/ Apply Skills to address the demands of the Rural business and Rural Management sectors which are experiencing frequent changes.
- PO 3 :Develop/ Apply knowledge to use of latest techniques and tools in Rural Management
- PO 4 : Develop/ Apply to acquire the competency to function as effective Rural Development Project managers.
- PO 5 : Develop/ Apply ability to observe and understand the problems arising in the sector with a view of solving the same.
- PO 6 :Develop/ Apply the techno-managerial competence of extension functionaries.
- PO 7:Develop/ Apply managerial functionaries on the latest developments in the field
- PO 8 :Develop/ Apply necessary Skills for participatory decision making
- PO 9 :Develop/ Apply Ability Skills to assist effectively in managerial decision making
- PO 15 :Develop/ Apply Knowledge and Techniques for effective handling of assigned tasks

Course Structure

BBA in Rural Management (CBCS)

Course , Credit and Marks Division throughout Semester

Year	Semester	Course Type	Credit	Marks		
				CA	ESE	Total
I	I	Core Course – 1 (06 Credits)	06 Theory	30	70	100
		Core Course – 2 (06 Credits)	06 Theory	30	70	100
		Ability Enhancement Compulsory Course – 1 (2 Credits) [Any One]	02 Theory	30	70	100

		Generic Elective Course -1 (06 Credits) (Any One)	06 Theory	30	70	100
Total Semester Credit			20	Total Marks		400
Year	Semester	Course Type	Credit	Marks		
				CA	ESE	Total
I	II	Core Course – 3 (06 Credits)	06 Theory	30	70	100
		Core Course – 4 (06 Credits)	06 Theory	30	70	100
		Ability Enhancement Compulsory Course – 2 (2 Credits) [Any One]	02 Theory	30	70	100
		Generic Elective Course -2 (06 Credits) (Any One)	06 Theory	30	70	100
Total Semester Credit			20	Total Marks		400
Year	Semester	Course Type	Credit	Marks		
				CA	ESE	Total
II	III	Core Course – 5 (06 Credits)	06 Theory	30	70	100
		Core Course – 6 (06 Credits)	06 Theory	30	70	100
		Core Course – 7 (06 Credits)	06 Theory	30	70	100
		Skill Enhancement Course - 1 (2 Credits) [Any One]	02 Theory	30	70	100
		Generic Elective Course -3 (06 Credits) [Any One]	06 Theory	30	70	100
Total Semester Credit			26	Total Marks		500
Year	Semester	Course Type	Credit	Marks		
				CA	ESE	Total
II	IV	Core Course – 8 (06 Credits)	06 Theory	30	70	100
		Core Course – 9 (06 Credits)	06 Theory	30	70	100
		Core Course – 10 (06 Credits)	06 Theory	30	70	100
		Skill Enhancement Course - 2 (2 Credits) [Any One]	02 Theory	30	70	100

		Generic Elective Course -3 (06 Credits) [Any One]	06 Theory	30	70	100
Total Semester Credit			26	Total Marks		500
III	V	Core Course – 11 (06 Credits)	06 Theory	30	70	100
		Core Course – 12 (06 Credits)	06 Theory	30	70	100
		Discipline Specific Elective - 1 (06 credits) [Any One From A Group]	06 Theory	30	70	100
		Discipline Specific Elective - 2 (06 credits) [Dissertation/ Project- I]	06	40	60	100
Total Semester Credit			24	Total Marks		400
III	VI	Core Course – 13 (06 Credits)	06 Theory	30	70	100
		Core Course – 14 (06 Credits)	06 Theory	30	70	100
		Discipline Specific Elective - 3 (06 credits) [Any One From A Group]	06 Theory	30	70	100
		Discipline Specific Elective - 4 (06 credits) [Dissertation/ Project-II]	06	40	60	100
Total Semester Credit			24	Total Marks		400

Total course Credit – 140 , Total marks – 2600 C = Core Course , AE = Ability Enhancement Compulsory Course , GE = Generic Elective , SEC = Skill Enhancement Course , DSE = Discipline Specific Elective , CA= Continuous Assessment , ESE= End Semester Examination

Year & Semester wise Subject details

Year – I

Semester – I

CORE COURSE (5+1 =6 Credits) (5L – 1T- P)		ABILITY ENHANCEMENT COMPULSORY(2 credits) (2L-T-P) [Any One]		GENERIC ELECTIVE (5+1 = 6 credits) (5L – 1T- P) [Any One]	
Paper Name	Paper Code	Paper Name	Paper Code	Paper Name	Paper Code
Principles of Management	CBRM -101	English Communication	ABRM-103A	Business Analytics	GBRM-104A
Rural Society and Polity	CBRM -102			Financial Accounting	GBRM-104B

		Environmental Studies	ABRM-103B		
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Year – I
Semester – II

CORE COURSE (5+1 =6 Credits) (5L – 1T- P)		ABILITY ENHANCEMENT COMPULSORY (2 credits) (2L-T-P) [Any One]		GENERIC ELECTIVE (5+1 = 6 credits) (5L – 1T- P) [Any One]	
Paper Name	Paper Code	Paper Name	Paper Code	Paper Name	Paper Code
Principles of Organizational Behaviour	CBRM -201	Fundamentals of Computers	ABRM-203A	Rural Finance	GBRM-204A
Rural Marketing Management	CBRM -202			Business Environment	GBRM-204B
		Values and Ethics in Profession	ABRM-203B		

Year – II
Semester – III

CORE COURSE (06 Credits) (5L – T-1 P) and (0L-T-0-P-6)		SKILL ENHANCEMENT COURSE (2 Credits) (2L-T-P) [Any One]		GENERIC ELECTIVE (6 credits) (L – T- 6 P)	
Paper Name	Paper Code	Paper Name	Paper Code	Paper Name	Paper Code
Principles of Agriculture	CBRM-301	Rural Infrastructure Development & Rural Industrialization	SBRM -304A	Understanding International Developmental Organizations and SDGs	GBRM-305A
Principles of Rural Development	CBRM-302			Entrepreneurship Development	SBRM -304B
Fundamentals of Human Resource Management	CBRM-303				

Year – II
Semester – IV

CORE COURSE (06 Credits) (5L – T-1 P) and (0L-T-0-P-6)		SKILL ENHANCEMENT COURSE (2 Credits) (2L-T-P) [Any One]		GENERIC ELECTIVE (5+1 = 6 credits) (5L – 1T- P) [Any One]	
Paper Name	Paper Code	Paper Name	Paper Code	Paper Name	Paper Code
Rural Livelihoods and Production Systems	CBRM-401	Rural & Agro Tourism	SBRM -404A	Fundamentals of Financial Management	GBRM-405A
Water & Sanitation & Hygiene Management	CBRM-402			Tribal Development Management	GBRM-405B
Rural Economics	CBRM-403				
		Natural Resource Management	SBRM -404B		

Year – III
Semester – V

CORE COURSE (5+1 = 6 credits) (5L – 1T- P)		DISCIPLINE SPECIFIC ELECTIVE (06 credits) Any One from A group (5+1 = 6 credits) (5L – 1T- P) and Compulsory one from B group (6 credits) (L – 1T-5 P)	
Paper Name	Paper Code	Paper Name	Paper Code
Rural Governance & Administration	CBRM-501	Public Health Management	DBRM-503A
Rural Extension Management	CBRM -502	NGO Management	DBRM-504A
		Dissertation /Project-I	DBRM-581 B

Year – III
Semester – VI

CORE COURSE (5+1 = 6 credits) (5L – 1T- P)	DISCIPLINE SPECIFIC ELECTIVE (06 credits) Any One from A group (5+1 = 6 credits) (5L – 1T- P) and Compulsory one from B group

		(6 credits) (L – 1T-5P)	
Paper Name	Paper Code	Paper Name	Paper Code
Cooperation and Collective Action & Change Management	CBRM-601	Rural Community Resilience and Disaster Risk Mitigation	DBRM-603A
Agri-Business Management	CBRM -602	Strategic Management	DBRM-604A
		Dissertation /Project - II	DBRM-681B

Note :

- **Mode of Delivery of Programme : Offline , Online and Blended**
- **MOOCS and MAR for Obtaining Honours Degree as per MAKAUT Norms and Regulation**

Semesterwise Detailed Syllabus

Year – I

Semester – I

CORE COURSE (5+1 =6 Credits) (5L – 1T- P)		ABILITY ENHANCEMENT COMPULSORY(2 credits) (2L-T-P) [Any One]		GENERIC ELECTIVE (5+1 = 6 credits) (5L – 1T- P) [Any One]	
Paper Name	Paper Code	Paper Name	Paper Code	Paper Name	Paper Code
Principles of Management	CBRM -101	English Communication	ABRM-103A	Business Analytics	GBRM-104A
Rural Society and Polity	CBRM -102			Financial Accounting	GBRM-104B
		Environmental Studies	ABRM-103B		

Paper Name : Principles of Management (Theory)

Paper Type : Core Paper Code : CBRM- 101 Credit : 06 L: 5 , T: 1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives :

1. To facilitate the students in recognizing the principles of management in organisations.
2. To appraise students on different functions of Management and Management styles.
3. To provide insights to students on manpower planning, training and development and performance appraisal
4. To apprise students on motivation theories and leadership theories
5. To provide insights on controlling process and its techniques

Course Outcomes : At the end of the course, the student will be able to

1. Apply the principles and functions of management in small organisations

2. Plan, organize, and take decisions working in small organizations
3. Conduct manpower planning, carry out recruitment process, and plan training and development programs for any small organization.
4. Apply motivation theories for effective management of personnel in small organisations
5. Review, provide feedback and take corrective actions for any deviations in the tasks carried out in organizations

Content :

Unit 1 : Introduction to Management-Nature, meaning and significance of management, Management as a Science or an Art, Difference between management & administration; management as a process, management as a functions, managerial skills, and managerial roles in organisation; quality of a good manager (10 L)

Unit 2 : Approaches to Management – Classical, Neo-classical and Modern Contributors to Management Thought ; Taylor and Scientific Theory, Fayol’s and Organization Theory, Elton Mayo & Behavioural school & human relations school ; Peter Drucker and Management Thought.; Various Approaches to Management i.e. system approach , contingency approach etc., Indian Management Thought (10 L)

Unit 3: Planning and Decision Making- Planning: Nature, importance, forms, types, making planning effective, Significance & Limitations of Planning; Planning Premises – Meaning & Types, Strategic Planning –Meaning & level, BCG model etc, MBO – Meaning, Process , importance ; Decision Making – Meaning, Types, Process, schools of decision making (10 L)

Unit 4 : Organization Design and Structure - Organization – Meaning, Process, Principles, Or Organization Structure – Determinants and Forms: Line, Functional, Line & Staff, Project, Matrix and Committees; Formal and Informal Organization; Departmentation – Meaning and Bases; Span of Control – Meaning and Factors Influencing; Authority, Responsibility and Accountability; Delegation – Meaning, Process; Principles; Centralization and Decentralization – Meaning; Degree of Decentralization; Difference between Delegation and Decentralization. Organization structure common in an organization working on Rural Development (10 L)

Unit 5: Directing – motivation & leadership- Motivation – Meaning , Definition, Significance & Limitations; contemporary theories of motivation; Financial and non-financial incentives of Motivation; Leadership - Definition, Significance of Leadership, Leadership styles (10 L)

Unit 6 : Controlling & Change- Control – meaning & importance of control, steps of controlling process, designing control systems, financial control ; Organizational change – meaning, drivers of change, process of change, resistance to change, overcoming resistance to change; Management trends in Rural Management - managing quality, innovation, concern for environment & sustainability of the organization & industry (10 L)

Suggested Readings :

1. Koontz Harold, Heinz Weihrich, Essentials of management, McGraw Hill.
2. L. M. Prasad, Principles and practice of Management, Sultan Chand Publisher
3. Tripathy,P.C, Reddy P. N, Principles of Management, Tata McGraw Hill
4. Mukherjee,Principles of Management & Organisational Behaviour, Tata McGraw Hill
5. Sagar Mondal and G.L. Ray. Text book of Rural Development. Kalyani Publishers
6. Sundaram S , Rural Development , Himalaya Publishing House

Paper Name : Rural Society & Polity (Theory)

Paper Type : Core Paper Code : CBRM- 102 Credit : 06 L: 5 , T: 1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives :

1. To facilitate the students to understand the basic nature of rural society in India
2. To explain important structural components of Indian society and their significance for rural social life.
3. To explain the nature of local governance structure and social processes of rural India.
4. To enable the students to have basic ideas of rural demography and rural economy in contemporary India.
5. To familiarize with the rural social transformation aspects in contemporary times

Course Outcomes: At the end of the course, the student will be able to

1. Describe the key aspects of Rural Society in India
2. Identify important structural components of Indian society and their significance for rural social life
3. Apply the knowledge of local governance structure and social processes of rural India
4. Analyse the dynamics of local rural population and local rural economy
5. Comprehend on rural transformation in contemporary terms

Course Content:

Unit 1: Rural Society in India: Historical understanding and Perspectives India and its villages- historical understanding, rural-urban differences and continuum- Various perspectives for understanding rural India- nationalist and subaltern perspectives, stereotypes and myths about Indian villages- Various dimensions of rural life: economic, political and religious (12 L)

Unit 2: Rural Society: Basic Social Structure Understanding village through various social categories-Caste as a social institution- privileges and exclusions- Tribes/Indigenous people in rural India- problems of identity and development, relation between state and the Adivasis/indigenous people- Gender aspects of rural society- impact on life chances. (12 L)

Unit-3: Village India: Political Structure and Processes Historical understanding of village political self-governance; contemporary rural local self governance after 73rd Constitutional amendment: structure and political process; Challenges for Panchayati-raj governance in rural India (12 L)

Unit 4: Fundamentals of Rural Demography and Economics Rural population (size, birth and death rates, causes and socio-economic implications of rapid growth in rural population and pressure on occupational structure) – Rural Economics (Nature, scope and importance) – Analysis of rural labour force - Participation of women in rural labour force - Rural poverty (Inequality, Rural unemployment) (12 L)

Unit-5: Rural Social Transformation in Contemporary Times Education, health and sanitation challenges in rural society; religion and caste based social processes; consumerism and aspiration of rural population; challenges for rural transformation., Rural Urban Migration , Gender and Equality issue under rural perspective (12 L)

Suggested Readings:

1. Choudhary, B. .Tribal Development in India. Inter-India Publications
2. Desai, A.R., Rural Sociology and India. Popular Prakashan
3. Puri.V.K. and Misra.S.K . Indian Economy. Himalaya Publishing House.
4. Singh,S. .Scheduled Castes and India- Dimensions of Social Change. Jain Publication House
5. Sagar Mondal and G.L. Ray. Text book of Rural Development. Kalyani Publishers
6. Sundaram S , Rural Development , Himalaya Publishing House

Paper Name : English Communication (Theory)

Paper Type : Ability Enhancement Compulsory Paper Code:ABRM-103A

Credit : 02 L: 2 , T: - , P: - CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objective: The course is designed to develop the student's communicative competence in English by giving adequate exposure in the four communication skills - LSRW - listening, speaking, reading and writing and the related sub-skills, thereby, enabling the student to apply the acquired communicative proficiency in social and professional contexts.

COURSE OUTCOMES: On Completion of the Course, Students will be able to:

- 1: Explain the basic terms used by the patients in conveying their problems
- 2: Generate a summary of the patient's problems for onward transmission to the doctor
- 3: Interpret the advice of the doctor which is generated in the form of a prescription
- 4: Explain the prescription to the patient
- 5: Apply techniques of communication by minimal physical input in repetitive scenarios

Course Content :

Unit 1 : Basic Introduction to English : Nouns , Pronouns , Articles , Introduction to Adjectives , Degrees of Comparison , Types of Adjectives , Introduction to Verbs , Forms of Verbs , Types of Verbs, Types of Adverbs , Comparison of Adverbs , Simple Present Tense , Simple Past Tense, Simple Future Tense, Types of Prepositions , Punctuation, Basics of sentence construction- Conjunctions , Interjections , Sentence Construction , Verb Conjugation , Rules of Subject- Verb Conjugation , Types of Tenses , Verb Conjugation for Regular or Irregular Verbs, Voice , improvement of sentences, rearrangement of sentences. Vocabulary: usage, synonyms, antonyms Punctuation - The full stop , The question mark , The comma , Capital letters , The apostrophe , The exclamation mark (04L)

Unit 2 : Writing:- Writing a Business Letter , Reply to the letter, Conducting Meetings, Writing Minutes, Sending Memos and Notices; Effective E - mail Communication; Telephone Etiquette before and while appearing for an interview, Job Application and CV writing , Basics of Greeting , Writing The Essay, Writing The Precis, Writing The Report (04L)

Unit 3 : Listening , speaking, writing, interpreting - Techniques for listening actively & effectively , Practice Paraphrasing for clarity , Responding methods to deliver message , Writing for target audience, Ways to write clearly Strategies for reading better - survey semantic markers notes , survey a text to predict the content , recognise the functions of discourse markers, and take notes from a passage efficiently , Performing language functions - Making an apology , Seeking clarification , Describing objects, processes, etc (04L)

Unit 4 : Business Presentation and Public speaking in English: Business presentations - what/why/when , Technicalities of a business presentation , Tips and practise on delivering a business presentation , Language - Dos and donts (04L)

Unit 5 : Communication Skill: Meaning of Communication; Role of Communication in Business ; Basic elements of the Communication process, level of Communication, forms, models and media of Communications, Verbal and non-verbal , Inter-Cultural and group communications Communication-functions and types. Barriers to effective , Communication. Overcoming barriers in communication (04L)

Spoken English (Class Practice on a daily basis) Making an Impactful Professional Introduction , Phonetics, Asking for help or offering help & Talking to the senior colleague or reporting authority , Talking to Co-workers , Talking to different clients , Debate on topics of interest , Effective Expressions while delivery of specific sentences requesting answers , Sentence making competition , Performance Review - Interactive Session & Role Plays , Requesting Leave (Vacation) , Use vocal inflection for greater interest and effectiveness - Business Phone Call , How to converse during Presentations - Interactive Session , Certificate of Appreciation , Interview your partner for a Job in front of the class, Greetings in the Classroom , Greetings before a Conversation , Introducing yourself and others, Talking about Role Model , Speech - with your trainer, and in front of your mirror at home, Role Plays ,Group Discussions , Making Presentation in front of classmates and trainer

Suggested Readings :

1. Sharmila ,2013 , Essentials Of Communicative English, Vrinda Publications Pvt.Ltd
2. P.K.De Sarkar, 1997, Higher Secondary English Grammer & Composition , Calcutta Book House Pvt.Ltd
3. R.V. Bady,Mrs Aruna Kothan Daram , 2014 , Business Communication , Vrinda Publications Pvt.Ltd
4. Petes S. J., 2011 , Francis. Soft Skills and Professional Communication. New Delhi: Tata McGraw - Hill Education

5. Laxminarayanan , 2012, English for Technical communication, , Scitech
6. Balasubramanyam, M. 1985. Business Communication. Vani Education Books
7. Krishna Mohan and Meera Banerjee. 1990. Developing Communication Skills. McMillan India
8. Dangi K.L.,S.S. Sisoda, Pravesh Singh Chauhan and Yogita Ranavat. A Text Book of Communication Skills. Agrotech Publications
9. Shivaraman K. 2009. Communication Skills. APH publications

Paper Name : Environmental Studies (Theory)

Paper Type : Ability Enhancement Compulsory Paper Code : ABRM-103B

Credit : 02 L : 2 , T : - , P : - CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objective: The course is designed to provide a working knowledge of environment, ecology and physical sciences for problem solving. The learner will be able to remember, understand and apply the taught concepts and methods involving social and environmental processes for betterment of environmental health and safety

COURSE OUTCOMES: On Completion of the Course, Students will be able to:

- 1 : comprehend and understand the basic concepts related to environment & ecology
- 2 : comprehend and understand the scientific problem related to air, water, noise & land pollution
- 3 : comprehend and understand different environmental laws , regulations , guidelines and applying those for maintaining quality of environmental health and safety .
- 4 : Gain in-depth knowledge on natural processes that sustain life, and governing the resource distribution and resource management
- 5 : Predict the consequences of human actions on the web of life, global economy , environment and quality of human life.
- 6 : . Develop critical thinking for shaping strategies (scientific, social, economic, environmental and legal) for environmental protection and conservation of biodiversity, social equity and sustainable development.
- 7 : Acquire values and attitudes towards understanding complex environmental-economic social challenges, and participating actively in solving current environmental problems and preventing the future ones.
- 8 : Adopt sustainability as a practice in life, society and industry

Course Content :

Unit 1 : Environment: Environment , Scope and importance of Environmental Studies. Components of environment - i) Atmosphere, composition of atmosphere, ii) lithosphere – structure of lithosphere, soil formation, soil composition and properties of soil. iii)Hydrosphere – distribution of water on earth, global water balance and hydrological cycle. (03L)

Unit 2 : Ecosystems: Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem. Ecological succession, Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem: a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) (03L)

Unit 3 : Natural Resources: Renewable and non-renewable resources, Natural resources and associated problems. a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources: Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources. Case studies. f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles (03L)

Unit 4 : Environment problems: i.Air pollution – concept, source of air pollution, major atmospheric pollutants, air quality standards monitoring of major air pollutants. ii.Water pollution – sources of water pollution, river pollution, underground water pollution, oil pollution, thermal pollution, water pollution due to sewage, effects of water pollution ,

waste water treatment iii.Noise pollution – sources of noise, effects of noise pollution, noise pollution, noise pollution control equipment silencers and noise absorbing devices, noise standards and industrial noise control. iv.Soil pollution – causes of soil pollution major soil pollutants, industrial waste and their role in soil pollution. v.Radiation pollution – sources of radioactive pollution, effects of radioactive pollution on health (03L)

Unit 5 : Biodiversity and its conservation: - Introduction, definition, genetic, species & ecosystem diversity and biogeographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, National and local levels, India as a mega-diversity nation.Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity (03L)

Unit 6 : Natural Disasters- Meaning and nature of natural disasters, their types and effects. Floods, drought, cyclone, earthquakes, landslides, avalanches, volcanic eruptions, Heat and cold waves, Climatic change: global warming, Sea level rise, ozone depletion. Man Made Disasters- Nuclear disasters, chemical disasters, biological disasters, building fire, coal fire, forest fire, oil fire, air pollution, water pollution, deforestation, industrial waste water pollution, road accidents, rail accidents, air accidents, sea accidents (03L)

Unit 7 : Different Environmental Movements wrt India , Concept of Water & soil Conservation, Different Acts and Laws wrt Environmental Protection , Environmental Ethics , Sustainable Development , Different global summits wrt Environment , Millenium Goals (02L)

Suggested Readings:

1. R.K. Ghosh, Ananta Das , 2002, Environmental Study, Oriental Book Compani Pvt.Ltd
2. H S Bhatia , 2003, A Text Book on Environmental Pollution And Control, Galgotia Publication Pvt.Ltd
3. S.C.Santra , 2001, Environmental Science, New Central Book Agency pvt.Ltd
4. Mohan P Arora ,2004, Ecology , Himalaya Publishing House
5. Y Anjaneyulu , 2004, Introduction To Environmental Science , B S Publications
6. P.D.Sharma , 2003, Ecology and Environment, Rastogi Publications

Paper Name : Business Analytics (Theory)

Paper Type : Generic Elective Paper Code : GBRM- 104A

Credit : 06 L: 5 , T:1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives :

1. To equip students with Mathematical & statistical skills to be used in business perspective
2. To provide practice in the handling of business challenges that deal with day-to-day transactions encountered by business administrators
3. To enable students to use the results of mathematical calculations to help evaluate various options in reaching financial decisions, whether personal or business-related
4. To orient the students on graphical presentation of business data
5. To provide insights on statistical techniques useful in business decisions
6. To familiarise with evidence-based interpretation

Course Outcomes : At the end of the course, the student will be able to

1. Apply mathematical skills in business perspective
2. Handle day-to-day business challenges
3. Make financial decisions
4. Present business data graphically
5. Classify the data, tabulate the data and represent the data graphically
6. Study the characteristics of the sample and take appropriate measures for further analysis
7. Interpret the business data

Course Content:

Unit1: Business Analytics : Arithmetic progression- geometric progression- Statistics in Business and Management- Evolving Role of business analyst (06L)

Unit2: Permutations and Combinations Permutations and Combinations- Binomial Theorem—Data- types of Data- attributes and measurement (06L)

Unit3: Data Types : Data visualization- line chart pie chart-bar chart-pie chart-histogram (06L)

Unit4: Graphs and Graphic Representation : Definition- Types of Graphs- Diagrammatic and graphic representation of data- minimization and maximization challenges- Analysis of Data (06L)

Unit 5: Forecasting Models : Time series forecasting models with stationary data, linear data, seasonal data, moving average exponential smoothing methods (06L)

Unit 6: Overview of Basic Statistics : Growth and development of Statistics– Definition– Descriptive and inferential statistics– Importance and scope of Statistics – Limitations of statistics – Classification and tabulation of data (06L)

Unit 7: Measure of Central Tendency, Dispersion, Skewness and Curtosis : Arithmetic mean – Weighted mean, – Median, – Mode, – Range, – Quartile deviation, – Mean Deviation– Standard deviation, – Coefficient of variation - Meaning of Skewness (06L)

Unit 8 : Probability Distributions and Estimation : Probability concepts– Probability distributions - Discrete and continuous probability distributions, – Normal distribution– Estimation – Point and interval estimation, – Statistic, Parameter –Confidence Interval estimation for single mean and single proportion (only) (06L)

Unit 9: Sampling Theory and Tests of Significance : Tests of significance for attributes-hypothesis testing with large samples-hypothesis testing with small samples-hypothesis testing based on F-distribution-Non- Parametric tests (06L)

Unit 10 : Analysis of Variance, Correlation, Regression and Time Series : Analysis of Variance-Correlation Analysis-Regression Analysis-Forecasting and time series analysis interpolation and Extrapolation (06L)

Suggested Readings

1. Beri, G. C. , Business Statistics, Tata McGraw Hill Educations Pvt Ltd.
2. Foster, D. & Stine, E. R., Statistics For Business: Decision Making And Analysis, Pearson Publishers
3. Gupta, S. P., Statistical Methods , Sultan Chand.
4. Sharma J K , Business Statistics, Vikas publishing house.
5. Raghavachari , M-Mathematics for management, Tata McGraw Hill
6. Sancheti , D.C., and Kapoor, V.K , Business Mathematics, Sultan Chand & Sons

Paper Name : Financial Accounting (Theory)

Paper Type : Generic Elective Paper Code : GBRM- 104B

Credit : 06 L: 5 , T: 1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives:

1. To enable the students to understand the principles and concepts of Accounting
2. To enable the students to understand accounting systems and process
3. To provide basic knowledge about subsidiary books
4. To provide insights on preparation of trial balance
5. To demonstrate how to prepare final accounts

Course Outcomes: At the end of the course, the student will be able to

1. Apply basic concepts of accounting
2. Explain accounting systems and process
3. Prepare appropriate subsidiary books
4. Prepare trial balance
5. Prepare final accounts

Course Content:

Unit1: Introduction to Financial Accounting : Meaning, Need for accounting – Internal and external users of accounting information - Limitations of accounting – Accounting Concepts and Conventions – Accounting Practices, Generally Accepted Accounting Principles, IFRS, GSB, CIPF, Not-it-Accounting- Appreciation of different accounting systems for different types of organizations such as Sec 25 Organizations, FPOs, NGOs and Cooperatives (10L)

Unit2: Accounting Systems and Process: Nature of Accounting, Accounting equation - Systems of Accounting, Process of Accounting transactions, types of Accounts, Rules of Accounting. Journal - Meaning, features, simple and compound entries, Capital and revenue expenditures, Capital and revenue receipts, Contingent assets and contingent liabilities and Preparation of ledgers (10L)

Unit3: Subsidiary Books: Subsidiary books – Material evidences – Proforma invoice, debit and credit note, types of subsidiary books (Sales book, Sales return book, Purchases book, Purchase returns book, receivable book, payable book – Cash book (Single column, double column, and triple column cash book, petty cash book) and journal proper and Bank Reconciliation Statement (10L)

Unit4: Trial Balance: Importance - Preparation of trial balance – Challenges in preparation of Trial Balance – Interpretation (10L)

Unit5: Final Accounts Preparation of Trading and Profit and Loss account and Balance Sheet of sole trading concerns , Receipts and Payments Account-Income & Expenditure Account and Balance Sheets of Not for Profit Organizations (10L)

Unit 6 : Statutory compliances related Organisation like PF,GST ,ESI ,PT , BRS , Basic concepts of Tally(10L)

Suggested Readings

1. Gupta, A. , Financial Accounting for Management: An Analytical Perspective , Pearson Education: Noida.
2. Maheshwari, S.N., & Maheshwari, S.K. , Advanced Accountancy. Jain Book Agency: New Delhi.
3. Radhaswamy, M & Gupta, R.L. , Advanced Accountancy. Sultan Chand & Sons: New Delhi.
4. Raman, B. S., Financial Accounting. United Publishers: New Delhi.
5. Reddy, A. , Fundamentals of Accounting. Himalaya Publishing House: New Delhi.
6. Shukla, M. , Advanced Accounts. S Chand Group : New Delhi
7. Ashoke Banerjee: Financial Accounting, Excel Books
8. Basu & Das : Financial Accounting, Rabindra Library
9. Ramchandran Kakani: Financial Accounting for Managers, TMH
10. P. C. Tulsian: Financial Accounting, Pearson.
11. M. Hanif, A. Mukherjee: Financial Accounting, TMH.
12. Dr. S. N. Maheshwari, Sharad K. Maheshwari: Financial Accounting for BBA, Vikas Publishing House Pvt. Ltd.

Year – I
Semester- II

CORE COURSE (5+1 =6 Credits) (5L – 1T- P)		ABILITY ENHANCEMENT COMPULSORY (2 credits) (2L-T-P) [Any One]		GENERIC ELECTIVE (5+1 = 6 credits) (5L – 1T- P) [Any One]	
Paper Name	Paper Code	Paper Name	Paper Code	Paper Name	Paper Code
Principles of Organisational Behaviour	CBRM -201	Fundamentals of Computers	ABRM-203A	Rural Finance	GBRM-204A
Rural Marketing Management	CBRM -202			Business Environment	GBRM-204B
		Values and Ethics in Profession	ABRM-203B		

Paper Name : Principles of Organizational Behaviour (Theory)
Paper Type : Core Paper Code : CBRM- 201 Credit : 06 L: 5 , T:1 , P: -
CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives:

1. To provide a basic understanding of organizational behaviour
2. To provide insights on Individual behaviour in organizations
3. To learn about the group behaviour patterns in organizations
4. To provide insights into team dynamics
5. To be aware of organizational culture and emerging trends in organizations

Course Outcomes: At the end of the course, the student will be able to

1. Explain the concepts of Organizational behaviour and apply in appropriate contexts
2. Apply the concepts of values, attitudes, perceptions
3. Work in groups
4. Work in teams and take appropriate necessary actions for effective team output
5. Cope with the organizational culture and work accordingly

Course Content:

Unit1: Introduction to Organizational Behaviour Organizational Behaviour – Concept and importance, Historical Development of OB - Challenges and Opportunities for OB – Models of OB – Application of OB (12L)

Unit2: Individual Behaviour Values: Importance, types, values across culture – Attitudes: Types - Cognitive dissonance theory Measuring attitude – Personality: Meaning, determinants, traits, major personality attitudes influencing OB – Perception: Meaning, factors influencing perception and person perception. (12L)

Unit3: Group Behaviour: Foundations of Group behaviour – Defining and classifying groups, stages of group development – Group structure – Group decision making – Negotiation and Conflict Management (12L)

Unit4: Team Dynamics Understanding work teams – Difference between Groups and teams, types of teams, creating

effective teams, turning individuals into team players– Team building and team development - Power and politics (12L)

Unit5: Organizational Culture and Emerging Trends Definition, functions of Culture, creating and sustaining culture – Ethical organizational culture – Customer responsive culture – Organizational change – Forces for Change – Resistance to change – Empowerment and quality of work life (12L)

Suggested Readings:

1. Aswathappa, K , Organizational Behaviour, Text, Cases and Games, Himalaya Publishing House.
2. Robbins, P. S and Timothy, A. J , Organizational Behavior, Pearson Education
3. Khanka S.S , Organizational Behaviour, S Chand & Company

Paper Name : Rural Marketing Management (Theory)

Paper Type : Core Paper Code : CBRM- 202 Credit : 06 L: 5 , T: 1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives:

1. To provide an understanding of Rural Marketing issues and concepts
2. To familiarize Rural marketing strategy
3. To create awareness about Rural Communication Channels and distribution systems
4. To provide insights on ICTs in Rural Marketing
5. To make the students acquainted with commercial bank, rural credit and marketing linkages

Course Outcomes: At the end of the course, the student will be able to

1. Market their products
2. Strategise how to increase the marketing of rural products
3. Choose an appropriate distribution system
4. Apply ICT in rural marketing
5. Source the finance for rural products

Course Content:

Unit 1 : Basic concepts of Market and Marketing : Market , Components of Market , Dimensions of a market , Market structure , components of market structure , Concept of marketing management , The Marketing Mix , Market Segmentation and Targeting , Retailing , Importance of Advertising (6L)

Unit 2: Overview of Rural Marketing: Meaning and definition of Rural Markets , Profile of Indian Rural Market , Features of Indian Rural Markets, Marketing Strategies in Rural Market , Rural Market Needs Marketing the Rural Products - Issues in Rural Marketing and Rural Consumer Behavior – Rural Products and Consumer Behaviour (7L)

Unit 3: Rural Marketing Strategy: Tangible and intangible rural products - Evolving Rural Marketing Strategy - marketing strategy for rural products ; role of informal communication (7L)

Unit 4: Rural Distribution Systems: Rural Communication and Distribution systems, Distribution system for small markets, niche markets and exclusive products, market segmentation, Agricultural Marketing and Role of Agricultural Produce Marketing Committees (APMCs) (7L)

Unit 5: ICTs in Rural Marketing: ICTs in Rural Marketing, Role of Social Media, e-NAM, Agricultural Marketing Network (AGMARKNET) and Rural warehouse. Rural as well as urban storage systems (6L)

Unit 6 : Agriculture Marketing : Concepts of agricultural marketing , Components like Producers , Consumers , Market Middlemen and Traders , Government , Scope of Agricultural Marketing, Difference in Marketing of Agricultural and Manufactured Goods , Importance of Agricultural Marketing , Marketing Functions , Grading and Standardisation , Factors Affecting Capital Requirements of an Agricultural Marketing Firm (7L)

Unit 7 : Commodity Market: Concept and Characteristics , Classification of Markets , Market Players and Motives , Motives of Market Participants , Forward and Backward Linkages in Markets , Regulation of Commodity Markets , Recent Innovations in Commodities Markets , Cooperative Marketing Federation, their operations and functions, Marketing information and survey (7L)

Unit 8 : Derivatives : Introduction to Derivatives , Instruments Available for Trading , Commodity Exchanges and Futures Trading , Evolution of Futures Trading , Commodity Exchanges at Global and National level , Exchange Transactions , Futures Trading and Agricultural Marketing (7L)

Unit 9: Market support: Role of commercial bank and Rural Credit and Marketing linkages (6L)

Suggested Readings:

1. Kotler, P and Armstrong, G , Principles of Marketing. Pearson Education
2. Kotler, P, et al , Marketing Management. Pearson Education.
3. Rajagopal , Rural Marketing Management. Discovery Publishing House
4. L K Warder, C Murthy , Text Book Of Agricultural Marketing & Co-Operation, ICAR
5. S.S. Chhina , Agricultural Marketing In India , Kalyani Publishers
6. Partha Sarathi Senapati,Rural & Agricultural Marketing , Educreation Publishing
7. P.K Gupta , Agricultural Economics , Vrinda Publications Pvt.Ltd
8. S.S.Acharya and N.L.Agarwal, Agricultural Marketing in India. Oxford &IBH Publications
9. Amit Sharma,Deepak Bhandari , A Text On Marketing And Services Management , Vrinda Publications Pvt.Ltd
10. M. Datta,D Datta , Marketing Management , Vrinda Publications Pvt.Ltd

Paper Name : Fundamentals of Computer (Theory)

Paper Type : Ability Enhancement Compulsory Paper Code : ABRM-203A

Credit : 02 L: 2 , T: - , P: - CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives: The objectives of this course are to build upon knowledge of fundamental principles of Computer which are required by an Rural Development & Rural Management professional . This course introduces the concepts of computer basics & Word , Excel , Powerpoint (MS Office) so that the students will have a basic concept for understanding and using computer.

Course Outcomes: On Completion of the Course, Students will be able to:

CO 1 : gain fundamental knowledge in basic computers

CO 2 : learn and gain knowledge about Word , Excel , Powerpoint (MS Office)

CO 3 : Learn to apply technical knowledge and skills required for understanding and application of the fundamental knowledge of computer in Rural Development & Rural Management

Course Content :

Unit 1: Introduction to Computer - Machines and advantages of machines , Origin of Computer , Classification of computers , Overview of computer system , Peripherals , Working with computers , Commonly used computer terms , Summary (2L)

Unit 2 : Introduction to Windows Operating System - Operating System , Windows and their control , Desktop , The Task Bar , Control Panel , Drives, Files & Folders , Assignment & Practice , Change the view , Search , Back up , Keyboard extras , Task Manager , Windows Help , Assessment (3L)

Unit 3 : Introduction to Internet and Purposive Surfing - Introduction to the Internet , How Internet Works , Domain Name & Address , World Wide Web , Popular Web Browsers , Internet Explorer , Google account , Google Hangouts & Google Talk , Summarize (3L)

Unit 4 : Introduction to Microsoft Office Word - Introduction to Microsoft Office Word , Basic Features , Saving file , Format features , Windows menu , Insert File , Auto shapes and word art , Template , Mail Merge , Labels , Assessment & Summary (4L)

Unit 5 : Introduction to Microsoft office Powerpoint - Introduction to Microsoft office PowerPoint , Adding & Editing the content , Working with designs , Designs , Graphics , Objects , Animation , Transition , Sound & Narration , Videos , Charts , Smart Art , Linking Objects , Web presentation , Printing , Slide show , Saving file , Dos & Don'ts , Assessment & Summarization (4L)

Unit 6 : Introduction to MS. Excel- Introduction to spreadsheet , Basic Functions, Editing Data, Editing Rows & columns , Saving File , Format Cell , Functions & formulas, Basic Formula - Add, Subtract, Multiply, Divide, Calculate percentage , Date & Time , Conversion , Counting , Mean , Text , Conditional , Less than/ Greater than , Hide or show Zero , Lookup , Pivot, Conditional formatting , Practice Exercise , Assessment & summary (4L)

Unit 7 : hands on Practice on topics as mentioned above

Suggested Readings

1. Computer Fundamentals, Ms-Office, Internet & Soft Skills, NIMI Publication
2. Rapidex Computer Course ,2016 , Rapidex Publication
3. Davinder Singh Minhas , 2016 , Dynamic Memory Computer Course , Diamond Book
4. Rajiv Mathur , 2013 , Modern Computer Application , Orient Black Swan
5. Loveleen Gaur ,2013, Essentials Of Computer Fundamentals, Vrinda Publication
6. Laha , 2009 , Managerial Computing, , Vrinda Publication
7. Loveleen Gaur , 2013, Fundamental Of Computers, Vrinda Publication

Paper Name : Values and Ethics in Profession (Theory)

Paper Type : Ability Enhancement Compulsory Paper Code : ABRM-203B

Credit : 02 L: 2 , T: - , P: - CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objective: The course is designed to create an awareness on Ethics and Human Values with an aim to instill Moral and Social Values and Loyalty amongst professionals and to appreciate the rights of others ensuring to create awareness on assessment of safety and risk

COURSE OUTCOMES: On Completion of the Course, Students will be able to:

- 1 : Identify and analyze an ethical issue in the subject matter under investigation or in a relevant field
- 2 : Identify the multiple ethical interests at stake in a real-world situation or practice
- 3 : Articulate what makes a particular course of action ethically defensible.
- 4 : Assess their own ethical values and the social context of problems
- 5 : Identify ethical concerns in research and intellectual contexts, including academic integrity, use and citation of sources, the objective presentation of data, and the treatment of human.
- 6 : . Demonstrate knowledge of ethical values in non-classroom activities, such as service learning, internships, and field work.
- 7 : integrate, synthesize, and apply knowledge of ethical dilemmas and resolutions in academic settings, including focused and interdisciplinary research.

Course Content :

Unit 1 : Values and Ethics-An Introduction. Goal and Mission of Life. Vision of Life. Principles and Philosophy. Self Exploration. Self Awareness. Self Satisfaction. Decision Making. Motivation, Sensitivity, Success, Selfless Service, Case Study of Ethical Lives, Positive Spirit, Body, Mind and Soul Attachment and Detachment, Spirituality Quotient. (5L)

Unit 2 : Ethics of Profession: Ethical issues in practice, Conflicts between business demands and professional ideals. Social and ethical responsibilities of Technologists. Codes of professional ethics. Whistle blowing and beyond, Case studies. (5L)

Unit 3 : Profession and Human Values: Values Crisis in contemporary society Nature of values: Value Spectrum of a good life Psychological values: Integrated personality; mental health Societal values: The modern search for a good society, justice, democracy, secularism, rule of law, values in Indian Constitution. (5L)

Unit 4 : Aesthetic values: Perception and enjoyment of beauty, simplicity, clarity Moral and ethical values: Nature of moral judgements; canons of ethics; ethics of virtue; ethics of duty; ethics of responsibility. Concept of Mental Health & Physical Health & Work life Balance (5L)

Suggested Readings :

1. R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics.
2. A N Tripathy, 2003, Human Values, New Age International Publishers
3. B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books

Paper Name : Rural Finance (Theory)

Paper Type : Generic Elective Paper Code : GBRM- 204A

Credit : 06 L: 5 , T: 1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives:

1. To enable the students to understand the rural financial systems
2. To provide insights on financial inclusion
3. To familiarise students with challenges and prospects in rural banking
4. To provide basic understanding of concept of micro finance
5. To acquaint students on Rural Insurance and Finance schemes

Course Outcomes: At the end of the course, the student will be able to

1. Comprehend rural financial systems
2. Apply the concept of financial inclusion
3. Provide appropriate suggestions on rural banking
4. Source finance appropriately
5. Facilitate the people in insuring and provide suggestions on available finance schemes

Course Content:

Unit 1: Rural & Development Financing : Basic Understanding of Rural and Development Financing. Rural Indebtedness: Introduction, Causes and impact of Rural Indebtedness Government role in Rural Financing: Central and State Government Role and Policies, Recent financing schemes of the Central and State Government. (09L)

Unit 2 : Rural Financial Systems: Institutional structure for rural financing in India , Rural Credit and Role of

Banking System, Functions and policies of NABARD in Rural Banking; Role, refinance support. Lead bank approach, State level and District level Credit committees. Rural Credit Institutions; Co-operative Credit Societies , Development of cooperative banks in India with special reference to PACS, CCBs, LDBs. Banks, Land Development Banks, Regional Rural Banks, Role of Commercial Banks in rural finance. Rural financing through commercial banks- Policies and objectives before and after Nationalisation of banks, Branch Expansion policy and programmes. Emergence of RRBs: Policy, objectives, functions, progress and achievements (10L)

Unit 3: Financial Inclusion: Role of Information and communication technologies in rural banking Models, Financial inclusion & inclusive growth for rural development banking, Concept of Business Facilitators and Business Correspondents in rural financing (08L)

Unit 4: Challenges and Prospects in Rural Banking: Challenges of Rural branches of Commercial banks transaction costs and risk costs, Emerging trends in rural banking-financing poor. (08L)

Unit 5: Micro Finance: Concept of Micro Finance, Evolution and Growth, Micro- Finance and Social Security, Micro-Finance and Livelihood approach, Different models of Micro-Finance, Success Stories, Challenges and Prospects of Micro Financing in Rural India (08L)

Unit-6 :Non Institutional Finance: Money lenders, Management of small groups, cluster and federation from credit and trade perspectives. Role of facilitating agencies: Kisan clubs, Rural Artisans. Micro finance at small group level: concept, emergence, objectives and thrust areas. Case studies of recent success stories. Linkages between small group and Banks. Convergence of with development programmes and implementing departments of government Withdrawal strategy for facilitating organizations. (09L)

Unit 7: Rural Insurance and Finance Schemes at local level: Rural insurance- micro insurance scheme- Micro Finance Credit- Self Help Groups as well as NGOs- linkages with banking. (08L)

Suggested Readings:

1. Ledgerwood , Microfinance Handbook-An Institutional and Financial Perspective. The World Bank.
2. Karmakar, K.G. , Microfinance in India. SAGE Publications India Pvt. Ltd.
3. Veerashekhara, Institutional finance for rural development, Rawat publishing.
4. Rais Ahmed, Rural banking and economic development, Mittal publications
5. K.Subramaniam and T.K.Velayudham, Banking reforms in India, Tata Mcgraw-Hill publishing Co.
6. Livinus K.Kindo, Credit Delinquency in India, Punthi pustak
7. S.K.Sinha, Recovery of loans from farmers, Deep and Deep publications
8. K.G.Karmakar, Rural Credit and self help groups, Sage Publications.

Paper Name : Business Environment (Theory)

Paper Type : Generic Elective Paper Code : GBRM- 204B

Credit : 06 L: 5 , T: 1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives:

1. To provide insights on different facets of Indian Business Environment
2. To help students understand the contemporary perspective of Indian Rural Business Environment
3. To enable them to apply the unique advantages offered by Indian Rural Business Environment and improve upon

its shortcomings

4. To provide insights on national income, inflation and socio-economic indicators
5. To provide basic understanding of legal framework

Course Outcomes : At the end of the course, the student will be able to

1. Identify appropriate products for manufacturing and marketing
2. Apply appropriate strategy or take appropriate actions for rural business sustainability
3. Explain the various aspects of plans and reforms necessary to take action
4. Identify the macroeconomic indicators
5. Follow appropriate legal procedures for carrying out rural business

Course Content:

Unit 1: Introduction to Indian Business environment for Rural Products Business environment and strategic management – Economic and non-economic environment – Technological environment – Rural Product-specific Challenges in Indian Environment (12L)

Unit 2: Contemporary Perspectives Public Policy – Monetary and fiscal policies –Corporate Social Responsibility – Sustainable Development (12L)

Unit 3: Planning and Reforms in India Five-year plans – Land reforms – Economic Liberalization and Globalization - Green revolution – Evolution of Public sector (12L)

Unit 4: Macroeconomics Indicators National income – consumption and investment – Inflation – Business Cycle – Socio-economic indicators (12L)

Unit 5: Legal Framework Legal procedure – Companies Act 2013 – Foreign Exchange Management Act – Consumer Protection Act (12L)

Suggested Readings:

1. Ahmed. F. and Alam, A. (2014).Business Environment: Indian and Global Perspective. Prentice Hall: New Delhi.
2. Adhikary, M., Economic Environment of Business, Sultan Chand & Sons.
3. Agarwal, R., & Parag, Diwan, Business Environment, Excel Books.
4. Ahluwalia, I.J., Industrial Growth in India : Stagnation Since the Mid-sixties, Oxford University Press.
5. Alagh, Y.K., Indian Development Planning and Policy : A Re-evaluation, Vikas Publishing.
6. Aswathappa K., Essentials of Business Environment, Himalaya Publishing.
7. Chakravarty, S., Development Planning : The Indian Experience, Oxford University Press.
8. Ghosh, B., Economic Environment of Business, Vikas Publishing

Year – II
Semester – III

CORE COURSE (06 Credits) (5L – T-1 P) and (0L-T-0-P-6)		SKILL ENHANCEMENT COURSE (2 Credits) (2L-T-P) [Any One]		GENERIC ELECTIVE (6 credits) (L – T- 6 P)	
Paper Name	Paper Code	Paper Name	Paper Code	Paper Name	Paper Code
Principles of Agriculture	CBRM-301	Rural Infrastructure Development & Rural Industrialization	SBRM -304A	Understanding International Developmental Organizations and SDGs	GBRM-305A
Principles of Rural Development	CBRM-302		Entrepreneurship Development		SBRM -304B
Fundamentals of Human Resource Management	CBRM-303			GBRM-305B	

Paper Name : Principles of Agriculture (Theory)

Paper Type : Core Paper Code : CBRM - 301 Credit : 06 L: 5 , T: -1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives:

1. To provide insights into the principles of agronomy and agriculture
2. To familiarise them with basics of dryland agriculture
3. To provide insights on efficient resource management
4. To provide insights on crops and cropping
5. To familiarise them with the advanced practices in crops

Course Outcomes: At the end of the course, the student will be able to

1. Take appropriate action on selection of location and type of agriculture
2. Apply the basic principles of dry land agriculture to get good yield
3. Provide consultation services on resource management
4. Identify the right crops for the right land
5. Introduce best practices in agriculture

Course Content :

Unit 1: Principles of Agronomy and Agriculture Introduction to Indian agriculture- Basic principles of agronomy-

Agro-climatic zones of India-Agro meteorology , Cropping systems and cropping seasons in India , Farming systems/types of farming followed in India , Major crops of India and their distribution viz. food grains, pulses, oil seed crops, cotton, fibre crop, sugarcane , Soil – Physical properties , Soil Profile ,Soil types in India , Soil Formation Erosion , Pollution , Physical and chemical composition of soil . (08L)

Unit 2: Macro and Micro-elements essential for plant growth , their role and deficiency effects . Manures and fertilizers (Chemical fertilizers and Biofertilizers) , Fundamental concepts of Irrigation , different methods of irrigation , Different Farm machineries & their uses , Monsoon and its effect on Indian agriculture (08L)

Unit 3: Dryland Agriculture Dry land Agriculture - Challenges in dry land farming-Cropping pattern -Drought management - Watershed management (08L)

Unit 4: Integrated Nutrient management , Weed management- Methodology , Pest , Pesticides and Pest Control strategies including IPM (08L)

Unit 5: Crops and cropping Introduction to crops and cropping - Cereals - Oil seed – Pulses - Fibre crops Transaction Methodology: Village visit, debriefing and report submission (10L)

Unit 6 : Seed , Seed Technology , Seed Certification (8L)

Unit 7: Modern Agriculture Advanced practices in crops- Protected Cultivation , Organic farming, Precision Farming Hi tech Farming - Aeroponics , Hydroponics , Climate Smart Agriculture (CSA) , Biopesticides, Application of Artificial Intelligence in Agriculture , Genetically Modified crops , Application of Drones and Robotic Technology in Agriculture , Sustainable agriculture (10L)

Suggested Readings:

1. Singh, C., Singh, R., & Singh, P., Modern techniques of raising field crops. Oxford & IBH Publishing.
2. Biswas, T. D., & Mukherjee, S. K , Textbook of soil science. Tata McGraw-Hill Publishing Company.
3. Kolay, A. K., & Kolay, A. K , Basic Concepts of Soil Science. New Age International (P) Ltd., Publishers.
4. G.S.L.H.V Prasada Rao , Agricultural Meteorology , PHI Learning Pvt Ltd
5. Reddy, S.R. 2016. Principles of Agronomy. Kalyani Publishers
6. Handbook of Agriculture , ICAR
7. S K Mazumder , Irrigation Engineering , Galgotia Publication
8. Reddy, S.R , Introduction To Agronomy & Principles Of Crop Production. Kalyani Publishers
9. B N Chatterjee, S Maity ,Cropping System (Theory & Practical) , Oxford & IBH
10. Michael, A.M. and Ojha, T.P. , Principles of Agricultural Engineering, Vol. I, Jain Brothers
11. Surendra Singh, 2010, Farm machinery –Principles and applications, ICAR
12. Das,D.K. 2015, Introductory Soil science, Kalyani Publishers.

Paper Name : Principles of Rural Development (Theory)

Paper Type : Core Paper Code : CBRM- 302 Credit : 06 L: 5 , T: -1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives:

1. To facilitate the students to understand Rural Development Programs and their impact
2. To create awareness among students about Institutional framework to support Rural development study, research and documentation
3. To help students explore major development and welfare programs implemented
4. To assist students in understanding the scope and significance of rural development
5. To create awareness of good practices in rural development governance among students

Course Outcomes: At the end of the course, the student will be able to

1. Analyse the impact of rural development programs
2. Demonstrate knowledge about the importance and working of institutional framework
3. Discuss the major development and welfare programs
4. Explore and analyse the scope of rural development
5. Comprehend the good practices in rural development governance

Course Content:

Unit 1: Rural Development Concepts and Strategies. (12L)

Unit 2 : Agrarian Movement , Land Reforms (12L)

Unit 3 : Basic Rural services & Infrastructure :Elementary Education and Total Literacy Campaign (TLC) , Rural Housing, Rural Health Care, Rural Electrification and Energy (12L)

Unit 4 : Programmes associated with Rural development : Swarnjayanti Gram Swarozgar Yojana(SGSY)-1, Swarnjayanti Gram Swarozgar Yojana(SGSY)-2, Sampoorna Grameen Rozgar (SGRY) ,National Social Assistance Programme(NSAP), Food Security-TPDS ,Prime Minister's Rozgar Yojana(PMRY) , Rashtriya Mahila Kosh , Programmes of Development Finance Corporations New schemes launched by State and Central Government (12L)

Unit 5 : Poverty , Causes & pathways of poverty , Measurement of poverty , Multidisciplinary aspects of poverty Poverty Alleviation Programmes-Minimum Needs Programme , Integrated Rural Development Programme(IRDP) , TRYSEM and DWCRA , Jawahar Rozgar Yojana , Employment Assurance Scheme(EAS). New schemes launched by State and Central Government , Voice of people (12L)

Suggested Readings

1. T.Rudra & R D Bala ,P Dhar Rural Development & Panchayati Raj , IBRF
2. Parthasarathi Senapati , Rural and Agriculture Marketing , Educreation
3. Sagar Mondal and G.L. Ray. 2007. Text book of Rural Development. Kalyani Publishers
4. Katar Singh , Anil Shishodia , 2016 , Rural Development: Principles, Policies, and Management , SAGE
5. Sundaram S , Rural Development , 2014 , Himalaya Publishing House
6. SagarMondal and Ray, G.L. 2003. Text Book of Entrepreneurship and Rural Development. Kalyani Publishers
7. SagarMondal and Ray, G.L. 2003. Text Book of Entrepreneurship and Rural Development. Kalyani Publishers.

Paper Name : Fundamentals of Human Resource Management (Theory)

Paper Type : Core Paper Code : CBRM- 303 Credit : 06 L: 5 , T: -1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives:

1. To make students aware of the relevance of modern human resource requirements and challenges in the ever-changing business environment
2. To facilitate students to apply the conceptual knowledge of human resource management
3. To acquaint students to appreciate and apply appropriate Job analysis in conjunction with organization need
4. To provide students an overview of recruitment
5. To help students understand the importance and process of selection

Course Outcomes: At the end of the course, the student will be able to

1. Demonstrate knowledge about human resource management
2. Execute human resource planning
3. Analyse different types of job profiles
4. Screen the right person for the right job at right time
5. Select the right fit for the organization

Course Content:

Unit1: Introduction to Human Resource Management Concept of HRM – Evolution of HRM – Role and Status of Human Resource Manager – Functions of HRM – HR structure and Strategic HRM- Work-life balance-context and complexities balance (12L)

Unit2: Human Resource Planning Concept of HRP – Different stages of HRP – Short-Term and Long-Term Planning – Action Plans in case of shortage and surplus of HR-HRIS (12L)

Unit3: Job Analysis Concept of Job Analysis – Importance and Benefits of Job Analysis – Job Analysis Process – Job Description– Job Specification and other Job-related concepts. (12L)

Unit4: Recruitment Concept of Recruitment – Factors affecting Recruitment – Sources of Recruitment –Alternative to Recruitment. (12L)

Unit5: Selection Definition and Importance of Selection – Stages involved in Selection Process – Types of Selection Tests – Types of Interviews , Accountability in the sphere of HRM (12L)

Suggested Readings:

1. Ahuja, S. (2013). Human Resource Development: Theoretical & Practical. New Delhi: Regal Publications.
2. Armstrong, M. &Baron,A. (2010). Handbook of strategic HRM.
3. Dessler, G. &Varrkey, B. (2017). Human Resource Management, 15e. Pearson Education India

.Paper Name : Rural Infrastructure Development & Rural Industrialization (Theory)

**Paper Type : Skill Enhancement Paper Code : SBRM -304A Credit : 02 L: 2 , T: -,P: -
CA – 30 Marks , ESE : 70 Marks Total Marks : 100**

Course Objectives:

1. To facilitate the students to understand component , process and functioning of Rural Infrastructure & Rural Industrialisation and their impact
2. To create awareness among students about Institutional framework to support Rural Infrastructure & Rural Industrialisation study, research and documentation
3. To help students explore major development and programs implemented
4. To assist students in understanding the scope and significance of Rural Infrastructure & Rural Industrialisation
5. To create awareness of good practices in Rural Infrastructure & Rural Industrialisation governance among students

Course Outcomes: At the end of the course, the student will be able to

1. Analyse the impact of Rural Infrastructure & Rural Industrialisation
2. Demonstrate knowledge about the importance and working of Rural Infrastructure & Rural Industrialisation
3. Discuss the major Rural Infrastructure & Rural Industrialisation areas
4. Explore and analyse the scope of Rural Infrastructure & Rural Industrialisation
5. Comprehend the good practices in Rural Infrastructure & Rural Industrialisation

Course Content:

Unit 1 : Rural Infrastructure - Meaning, Components -Importance of Rural infrastructure, Growth of Rural Infrastructure – Infrastructure Policy- Rural Infrastructure Development Fund (RIDF). (02 L)

Unit 2 : Rural Transportation - Types and Structure - Road and Rail Co- ordination - Rural transportation problems - Various Schemes for Rural Transportation Development in India. (02 L)

Unit 3 : Social Infrastructure - Concept -Components of Social Infrastructure, Education, Health, Drinking Water - Sanitations -Issues, problems and Remedies. (02 L)

Unit 4 : Rural Communication and Information Communication Technology - Need, Sources, technology and Rural Communication, Issues and problems - Government policies for rural Communication. (02 L)

Unit 5 : Rural Energy - Meaning and types - Sources of rural energy, Rural electrification Problems, Remedies and Programmes - Non-Renewable Energy. (02 L)

Unit 6 : Rural Industrialization - Concept, Need and Importance - Growth of Rural Industries in India – Gandhian Approach and Modern Approach - Problems and Remedies of Rural Industrialisation.. (02 L)

Unit 7 : Growth and Structure of Rural Industries, Current Status, Measures to Sustain Growth, Sickness – Remedial Measures.. (02 L)

Unit 8 : . Small Scale and Cottage Industries in Rural India - Meaning, Definition, Role, Present Position, MSME – Industrial Policies and Programmes, Problems – KVIC and its Role (02 L)

Unit 9 : Rural Industrial Financing - Sources of Credit - Institutional and Non –Institutional -Role of Commercial Banks, Co-operatives, Gramina Banks and NABARD (02 L)

Unit 10 : Rural Industrial Labour - Meaning, Importance, Types - Organized and Unorganized Rural Industrial Labour – Rural Industrial Labour Problems - Labour Turn Over – Migration. Gender issues (02 L)

Suggested Readings

1. Dutt and Sundaram- Indian Economy, S.Chand Publications, New Delhi,
2. Vasant Desai: Rural Development in India, Himalaya Publishing House, Mumbai,
3. Mishra S.K. and Puri V.K. - Economics of Development and Planning, Himalaya Publishing House,
4. Sukhadeo Thorat, Samita Sirohi- Rural Infrastructure, volume 4.
5. A N Agarwal-Indian economy, Vikas pub. House, Delhi.
6. P Adinarayana Reddy-Rural infrastructure and developmen

Paper Name : Entrepreneurship Development (Theory)

Paper Type : Skill Enhancement Paper Code : SBRM -304B

Credit : 02 L: 2 , T: - , P: - CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives : The course is intended to orient the students with the comprehensive knowledge and skills on Principles , scope, functions , importance , types , processes of setting up & managing business & entrepreneurship , types and characteristics of enterprise , entrepreneur

Course Outcomes: On Completion of the Course, Students will be able to:

CO 1 : develop an thorough understanding of business scopes and Rural entrepreneurship processes

CO 2 : gain knowledge on types , characters , scope , importance , distinctive features and importance of entrepreneurship

CO 3 : understand the concept , types and characteristic features of enterprise (Individual enterprise or Individual/sole proprietorship or individual entrepreneur/ one man business , Partnership , Joint Stock Company (capitalistic form) , Co-operative enterprise , State enterprise or public enterprise) and entrepreneurs

CO 4 : evaluate the legal compliance to start a business .

CO 5 : carry out necessary Procedures for preparation of projects

Content

UNIT-I Understanding Ownership Structure: Definition of small scale, medium scale and large scale enterprises, role of

small enterprises in economic development, policies governing SMEs, Steps in setting up a small unit, Sources of finance for SME's, Setting up of a small Business Enterprise-; Rationale for Small & medium enterprise; Objective; Scope; Role of SME in Economic Development of India, Identifying business opportunity in various sectors, SME Registration; NOC from Pollution Board; machinery and equipment selection; project report preparation; project planning and scheduling using networking techniques of PERT / CPM; Methods of Project Appraisal. (05L)

UNIT-II Institutional Supporting Small Business-Central / State level Institution, Preparation of a Business Plan – Elements of a Business Plan, Kinds of Business plans and overview of different aspects Social Entrepreneurship- Definition, importance and social responsibilities-NGOs Problems of SMEs and prospects, Causes and Symptoms of sickness – cures of sickness, Govt. policies on revival of sickness and remedial measures, Turnaround strategies for SMEs(05L)

Unit III Understanding Entrepreneurship: concept and definitions, entrepreneurial characteristics and skills, importance and significance of growth of entrepreneurial activity, classification and types of entrepreneurs; entrepreneurial competencies, theories of entrepreneurship, factor affecting entrepreneurial growth – economic, non-economic factors; entrepreneurial training; entrepreneurial success and failures, Ethics and Social Responsibility of an Entrepreneur. (05L)

UNIT-IV Entrepreneurial Process: search for best opportunity, Steps of entrepreneurial process: Deciding – Developing – Moving – Managing – Recognizing. Feasibility Analysis: Economic, Managerial competency. Marketing, Financial & Technical, Environmental Scanning and SWOT analysis (05L)

Suggested Books

1. Vasant, Desai; Entrepreneurship, Himalaya Publishing House
2. Taneja & S.L. Gupta.; Entrepreneurship Development,
3. I.M.Pandey, Venture Capital –The Indian Experience, Prentice Hall of India,
4. B.C.Tandon, Environment and Entrepreneur; Chug Publications, Allahabad
5. Siner A david: Entrepreneurial Megabuks; John Wiley and Sons, New York
6. S.B. Srivastava A practical guide to industrial entrepreneurs, Sultan Chand & Sons,
7. C.B. Gupta & N.P. Srinivasan: Entrepreneurial Development, Sultan chand
8. Vasant Desai: Management of A Small Scale Industry, Himalya Publishing House
9. Hisrich, Robert D and Peters, Michael P, Entrepreneurship, Tata McGraw Hill,
10. Holt, David H, Entrepreneurship: New Venture Creation, Delhi, Prentice Hall

Paper Name : Understanding International Developmental Organizations and SDGs (Theory)

**Paper Type : Generic Elective Paper Code : GBRM- 305A Credit : 06 L: 5 , T: -1 , P: -
CA – 30 Marks , ESE : 70 Marks Total Marks : 100**

Course Objectives:

1. To introduce students to the functioning of International developmental organizations
2. To introduce students aspects relating to the evolution of international developmental organisations
3. To help students to understand the functioning of national and international developmental organizations
4. To enable students to be aware of national and international developmental organisation management
5. To provide insights on Multinational Developmental organisation networking

Course Outcomes: At the end of the course, the student will be able to

1. Draw learnings from International Developmental Organizations across the world and apply in Indian context
2. Explain the evolution of International developmental organizations
3. Describe the functioning of national and international developmental organizations
4. Present the aspects relating to national and international developmental organization management
5. Initiate actions required for international developmental organisation networking

Course Content:

Unit1: Introduction to International Development Organizations Types of International Organization– Role of International Developmental Organizations– Functions of Organizations–Multi National Development Networking for promoting work on SDGs (10L)

Unit2: Evolution of International Developmental Organisations History of International Organisations–Major Events in the History of International Developmental Organisations– Introduction of Millennium Development Goals– Evolution of MDGs to Sustainable Development Goals SDGS, Sendai Framework on Disaster Risk Reduction SFDRR and Climate Action Plan (10L)

Unit3: Functioning of National and International Developmental Organisations Introduction to Development Agenda Setting in India; National developmental organisations working on developmental agenda, International Organisation– Short-Term and Long-Term Planning – Action Plan and Policy for International Development in development domain (10L)

Unit4: International Developmental Organization Management Structure of Organizations– Factors affecting the Operations–Human Resource Management– Promoting Sustainable Development Agenda, UNICEF, UNDP, WHO and UNEP and WASH Functions (10L)

Unit5: Multi National Development Networking Understanding the Role of Digital Strategy in Networking– Applying for Funding and Donation– Social Media Management– Offline Networking through Events and Workshops (10L)

Unit 6 : SDG Tracking system , Monitoring system , Role of Niti Ayog (10L)

Suggested Readings

1. Assembly, G. (2015). Sustainable Development goals. SDGs), Transforming our world:the, 2030.
2. Charles, A., Luras, M. &Tomasini, R. (2010, October). Collaboration networks involving humanitarian organisations–particular challenges for a particular sector. In Working Conference on Virtual Enterprises (pp. 157-165). Springer, Berlin, Heidelberg.
3. Griggs, D., Stafford-Smith, M., Gaffney, O., Rockström, J., Öhman, M. C., Shyamsundar, P., & Noble, I. (2013). Policy: Sustainable development goals for people and planet. *Nature*, 495(7441), 305.
4. Heller Baird, C., &Parasnis, G. (2011). From social media to social customer relationship management. *Strategy & leadership*, 39(5), 30-37.
5. Kumar, S., Kumar, N. &Vivekadhish, S. (2016). Millennium development goals (MDGS) to sustainable development goals (SDGS): Addressing unfinished agenda and strengthening sustainable development and partnership. *Indian journal of community medicine: official publication of Indian Association of Preventive & Social Medicine*, 41(1), 1.
6. Shimp, T. A., &DeLozier, M. W. (1993). *Promotion management and marketing communications*.
7. World Health Organization. (2015). *Health in 2015: from MDGs, Millennium development goals to SDGs. Sustainable development goals*,

Paper Name : Research Methodology & Biostatistics (Theory)

**Paper Type : Generic Elective Paper Code : GBRM- 305B Credit : 06 L: 5 , T: -1 , P: -
CA – 30 Marks , ESE : 70 Marks Total Marks : 100**

Course Objectives: The objective of this course is to develop a research orientation among the learners and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing the students to the basic concepts used in research and methods of approach. It includes discussions on sampling techniques, research designs and techniques of analysis. The course aims to equip the learners with necessary comprehensive knowledge and Principles of statistical analysis of biological data

Course Outcomes: On Completion of the Course, Students will be able to:

CO 1 : gain comprehensive knowledge about Research methodology and Biostatistics and their applications in the field of Biological and Agricultural Sciences

CO 2 : Comprehend the Knowledge about basic framework , types , methods of carrying out a Research including

research processes

CO 3 : understand & evaluate Develop understanding of various research designs and techniques

CO 4 : Identify various sources of information for literature review and data collection.

CO 5 : Evaluate the situation and present status prevailing in the field and act accordingly

CO 6 : Develop understanding of the ethical dimensions of conducting applied research

CO 7 : carry out sampling techniques, research designs and techniques of analysis

CO 8 : carry out statistical analysis of biological data

Content :

Unit 1: Foundations of Research Meaning, Objectives, Motivation: Research Methods vs Methodology, Types of Research: Analytical vs Descriptive, Quantitative vs Qualitative, Basic vs Applied (12 L)

Unit 2: Research Design Need for research design: Features of good design, Important concepts related to good design- Observation and Facts, Prediction and Explanation, Development of Models. Developing a research plan: Problem identification, Experimentation, Determining experimental and sample designs (12 L)

Unit 3: Data Collection, Analysis and Report Writing Observation and Collection of Data-Methods of data collection-Sampling Methods, Data Processing and Analysis Strategies, Report writing and visualization , Technical Reports and Thesis writing, Preparation of Tables and Bibliography. Data Presentation using digital technology (12 L)

Unit 4: Ethical Issues Concepts of Copy Right, Royalty, Patent law, Plagiarism, Citation, Acknowledgement (12 L)

Unit 5 : Principles of statistical analysis of biological data. Concepts of Mean, Median, Mode from grouped and ungrouped Data set Sampling parameters. Difference between sample and Population, Sampling Errors, Small sample test based on t-test, Z- test and F test; Distribution-free test - Chi-square test (12 L)

Suggested Books

1. Dutta, N. K. (2004). Fundamentals of Biostatistics, Kanishka Publishers.
2. Gurumani N. (2005) . An Introduction to Biostatistics, MJP Publishers.
3. Daniel, W. W. (2007). Biostatistics- A Foundation for Analysis in the Health Sciences, Wiley.
4. Rohatgi, V.K.& Saleh, A.K.Md. (2001). An Introduction to Probability and Statistics, John Wiley & Sons.
5. Sundaram, K.R.(2010) Medical Statistics-Principles & Methods, BI Publications, New Delhi
6. Garg, B.L., Karadia, R., Agarwal, F. and Agarwal, U.K., 2002. An introduction to Research Methodology, RBSA Publishers.
7. Kothari, C.R., 1990. Research Methodology: Methods and Techniques. New Age International.
8. Sinha, S.C. and Dhiman, A.K., 2002. Research Methodology, Ess Ess Publications.
9. 4. Trochim, W.M.K., 2005. Research Methods: the concise knowledge base, Atomic Dog Publishing.
10. Wadehra, B.L. 2000. Law relating to patents, trade marks, copyright designs and geographical indications. Universal Law Publishing.

Semester – IV

CORE COURSE (06 Credits) (5L – T-1 P) and (0L-T-0-P-6)		SKILL ENHANCEMENT COURSE (2 Credits) (2L-T-P) [Any One]		GENERIC ELECTIVE (5+1 = 6 credits) (5L – 1T- P) [Any One]	
Paper Name	Paper Code	Paper Name	Paper Code	Paper Name	Paper Code
Rural Livelihoods and Production Systems	CBRM-401	Rural & Agro Tourism	SBRM -404A	Fundamentals of Financial Management	GBRM-405A
Water & Sanitation & Hygiene Management	CBRM-402		Natural Resource Management	SBRM -404B	Tribal Development Management
Rural Economics	CBRM-403				

Paper Name : Rural Livelihoods and Production Systems (Theory)

Paper Type : Core Paper Code : CBRM- 401 Credit : 06 L: 5 , T: -1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives:

1. To enable students understand and explore livelihoods and livelihood programs in India
2. To help students understand the current scenario and challenges pertaining to agricultural production system in India
3. To assist students understand land tenure system and land reforms in India
4. To help students gain perspective about government scheme and IT in rural development

Course Outcomes : At the end of the course, the student will be able to

1. Draw learnings from livelihood opportunities and programs
2. Analyse the challenges faced by the agriculture production system in India
3. Demonstrate knowledge about land tenure system and reforms in India
4. Analyse the role and scope of government schemes and IT in rural development

Course Content:

Unit1: Rural livelihoods Meaning and basic concept of livelihoods – Types of livelihood interventions – Sustainable livelihood approaches –Livelihood programs in India (12 L)

Unit 2: Agricultural Production System Importance, agricultural production and productivity – Agricultural backwardness, causes and consequences – Modernization of agriculture (Green revolution, farm management and technology of farming, natural, organic farming, co-operative farming, minor irrigation) – Challenges of Agriculture in India (12 L)

Unit3: Land Tenure Systems and Land Reforms Tenancy laws - Land ceiling and consolidation of holdings – Land-ceiling laws, fragmentation and consolidation of land and distribution of surplus land among the rural poor – Bataidari – Challenges of land alienation in tribal areas (12 L)

Unit 4: Government Schemes and Rural IT Bharat Nirman – Swacch Bharat Mission (Gramin) – Rural IT and other infrastructure development programmes- Recent development programs and schemes introduced by GOI like National Rural Livelihood Mission NRLM (12 L)

Unit 5: Rural Off-farm Livelihood and Production Systems Livelihood Diversification, factors influencing Off-farm livelihood, rural artisans & their challenges, analyzing off-farm livelihood market value chain & tools, National Policies promoting Off-farm production systems (12 L)

Suggested Readings

1. Bordet, D. and Rabezandrina, S. (1996): Sustainable Rural Livelihoods: What Contribution Can We Make? London Department for International Development
2. Sharma, A.N. (1984): Economic Structure of Indian Agriculture, Himalaya Publication House.

Paper Name : Water & Sanitation & Hygiene Management (Theory)
Paper Type : Core Paper Code : CBRM- 402 Credit : 06 L: 5 , T: -1 , P: -
CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives:

1. To understand concepts, perspectives and evolution water, sanitation and hygiene sector
2. To be aware of guidelines for WASH
3. To provide insights on liquid resource management
4. To provide insights on solid resource management
5. To provide insights on diseases related to water and sanitation

Course Outcomes: At the end of the course, the student will be able to

1. Explain the basics of water, sanitation and hygiene
2. Apply guidelines and create business models for sustenance of WASH organizations
3. Explain on better liquid resource management
4. Explain on better solid resource management
5. Prevent diseases related to water and sanitation

Course Content:

Unit1: Fundamentals of WASH Introduction to water, sanitation and hygiene – History of WASH with respect to India – Importance of WASH in India – Current situation regarding WASH (10 L)

Unit2: Trajectory of WASH Policies and Programmes in India Understanding WASH organisations around the world – Government Policies – International Policies including WASH SDG - Implementation of national guidelines and Programmes in India , Acts & statutory compliances related to WASH (10 L)

Unit3: Liquid Resource Management Definition – Government Policies and Schemes – Contemporary Technology – Faecal Sludge Management -- calculation of solid waste - Case of Warangal (Model Sanitation)- grey water management- reuse (10 L)

Unit 4: Solid Resource Management Definition- Dry waste-wet waste-plastic management- menstrual health management-calculation of solid waste - Government policies and schemes – Contemporary Technologies (10 L)

Unit 5: Water Quality Water quality parameters- standards-water quality issue in India- water quality measurement, drinking water community management (10 L)

Unit 6 : Hygiene Introduction - Initiatives, Government Programs as well as Schemes - Current Scenario, Challenges - Technical interventions - Best Practice (10L)

Suggested Readings:

1. https://swachhbharatmission.gov.in/SLRM/SLRM_Page.aspx?id=12 Accessed on 07.06.2019

2. <https://mdws.gov.in/Primer%20SLWM.pdf> Accessed on 07.06.2019

3. Nag, A. (2005). Environmental education and solid waste management. New Age International.

Paper Name : Rural Economics (Theory)

**Paper Type : Core Paper Code : CBRM- 403 Credit : 06 L: 5 , T: -1 , P: -
CA – 30 Marks , ESE : 70 Marks Total Marks : 100**

Course Objectives

1. To orient the students on various aspects of rural economy
2. To help students understand their role in rural economic development
3. To enable students to gain insights on rural human resources
4. To gain insights on rural infrastructure including drinking water and sanitation
5. To create awareness on rural economic development

Course Outcomes: At the end of the course, the student will be able to

1. Explain knowledge on various aspects of rural economy
2. Devise suitable response to specific economic challenges in any specific village
3. Provide immediate local alternatives to rural-urban migration issues
4. Design proper rural infrastructure facilities which includes drinking water and sanitation facilities
5. Design short term responses for agriculture development to improve rural economy

Course Content:

Unit 1 : Introduction to Rural Economics - Nature and Scope of Rural Economics, Inter-disciplinary approach of Rural Economics –Components-Structure and Characteristics -Pre and Post-independence. (10L)

Unit 2 : Rural Resources Management in India Rural Resources –Nature-Types and Magnitude - Rural Resources Management and Development, Application of Technology in Rural Development – Problems and prospects. (10L)

Unit 3 : Rural Demography Population Size - Sex and Age Composition- Density of Population , Population Problems and Challenges – Family Welfare Measures in Rural India. (10L)

Unit 4 : Rural Occupational Structure , Nature of Rural Occupations - Occupational Distribution in Rural India – The Concept of Work Participation Rates. (10L)

Unit 5 : Rural Poverty and Unemployment Rural Poverty-Meaning, Estimates, Causes and Consequences. Unemployment - Meaning, Types, Magnitude of Rural Unemployment, - Causes and Consequences. (10L)

Unit 6 : Economic Perspectives of Rural Development Economic perspectives of Rural Development: access to assets, Micro finance, Capital market – Sectoral Issues in Rural development: Agriculture, Agro and non agro Industries and Land Reforms. (10L)

Suggested Readings

1. Vasant Desai: Rural Development in India, Himalaya Publishing House, Mumbai
2. Dutt and Sundaram- Indian Economy, S.Chand Publications, New Delhi
3. Mishra,S.K. and PuriV.K. - Economics of Development and Planning, Himalaya Publishing House
4. Mukundan,N.-Rural Development and Poverty eradication in India.
5. Katar Singh -Rural Development –Principles, Policies and Management.
6. Chandra, B.K..Indian rural economy, Neha publishers and distributors: Delhi
7. Mustafa A , Indian Rural Economy, Serials, New Delhi
8. Narula, U. Dynamics of Indian Rural Economy: Growth Perspective. Atlantic Publishers and Distributors: New

Delhi.

9. Sinha. S. K. . Economics of Rural Development. Mahamaya Publishing House: New Delhi

Paper Name : Rural and Agro Tourism (Theory)
Paper Type : Skill Enhancement Paper Code : SBRM -404A
Credit : 02 L: 2 , T: - , P: - CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Content

Unit 1: Introduction to the concept of Rural Tourism. Rural Territory- Its Potential as a Tourism Product. Village as a primary tourism product- Showcasing rural life, art, culture and heritage. (04L)

Unit 2: Benefits of Rural Tourism, Costs associated with Rural Tourism. Impact of Rural Tourism on the rural community. Holistic benefits of Rural Tourism on the society. Challenges of Rural Tourism. (04L)

Unit 3: Rural Tourism Business Plan. Feasibility and Execution. Infrastructure, Marketing and Financial Assistance requisites. Intervention of Professional Agencies - Lintrages for development of Rural Tourism. (04L)

Unit 4: Agro Tourism Agro tourism concept, meaning, principles, scope and limitations of agro tourism, opportunities in agro tourism, merits and demerits of agro tourism (04L)

Unit 5 : Agro Tourism Management and Administration Factors of agro tourism management & administration, accommodation concept, types & food service, travel and transport services for agro tourism, business ethics & laws in tourism industry (04L)

Suggested Books

1. Romila Chawla , Agri Tourism , Sonali Publication
2. P Prudhi , Rural Tourism , Rajat Publication
3. Charlie Sampson , Rural Tourism , Discovery Publishing

Paper Name : Natural Resource Management (Theory)
Paper Type : Skill Enhancement Paper Code : SBRM -404B
Credit : 02 L: 2 , T: - , P: - CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives:

1. To provide insights on natural resources and role of rural interventions in managing the available natural resources
2. To assist students to understand sustainable land resource management
3. To help students draw learnings from forest resource management strategies
4. To assist students to understand sustainable energy resource management techniques
5. To help students to understand the criticality of climate change

Course Outcomes: At the end of the course, the student will be able to

1. Analyse the current aspects of natural resource management and explore the role of rural interventions for the same
2. Apply the knowledge of sustainable land resource management and come up with innovative ideas about the same
3. Explain current forest resource management strategies
4. Explain how to manage energy resources efficiently and sustainably
5. Critically analyse the current situation of adverse climate change and suggest recommendations

Course Content:

Unit1: Introduction to Natural Resource Management with special focus on Water Availability of Natural Resources – Technologies for Conservation, Management of Natural Resources - Sustainable Utilization of Natural Resources – Role of Local Governance in restoring Natural Resources – Neglect of Common Property Resources – Need of Community Institutions – Role of Ecological Health in improving Livelihoods – Holistic Rural Interventions - Meaning – Salient

features – Importance – Types – Objectives of Watershed Management – Factors affecting Watershed Management - Key steps in Watershed Management – Resources required – Identification of area – Building Local Partnerships – Implementation and Follow-up – Evaluation - Pros and Cons of Watershed Management – Agriculture intensification – Livelihood Diversification – Social Impact – Economic Impact (04L)

Unit2: Land Resource Management Land Resource Management – Sustainable Land Management practices - Land use Patterns in India (new and traditional means) – types of land and its utilization – Land resource Planning – Importance of Land Resource Management –Land Management in rural Planning – Challenges associated with Land Resources – Developing a Land management Plan. (04L)

Unit3: Forest Resource Management Major Forest Resources – Major and Minor forest produce - Goals of Forest Management – Types of Forests and utilization patterns in Indian context – Non Timber Forest Produce – Importance of Forest Management- Forest Produce dependent livelihoods– Forest Resource Management Strategies wrt India – Joint Forest Management. (04L)

Unit4: Energy Resource Management Major and subsidiary sources of energy - Principles of energy Management & Practice -Need for energy management – energy manager – Benefits of Energy Management – Distributed energy resource Management system – Clean Energy & Disaster Resilience. (04L)

Unit5: Climate Change Climate Change – Evidences of Climate change - Timeline of Climate Change , Impact of Climate change on Agriculture and Rural Society , Environmental refugee , Steps taken to mitigate Climate change – What can an individual do to stop Climate change , Climate change preparedness and climate resilient rural lifestyle management , livelihood and agriculture IPCC framework – COP 21, Kyoto protocol, Paris climate agreement, Sendai Framework – Changes in the environment due to Climate change – Sustainable Development goals – Role of industries and government towards mitigating Climate Change. (04L)

Suggested Readings:

1. <http://fes.org.in/impact-internal-strengthening-livelihoods-of-rural-households-through-natural-resource-management.pdf> Accessed on 12.06.2019
2. http://worldbank.org/archive-website/00948A_WEB_PDF_CAP_09_R.PDF Accessed on 12 06 2019
3. http://agritech.tnau.ac.in/agriculture/agri_major_areas_watershed_watershedmgt.html Accessed on 12.06.2019
4. <http://www.fao.org/3/a-i5937e.pdf>
5. <http://www.ciesin.org/lw-kmn/slm/slm.html>
6. <https://www.ifpri.org/land-management>
7. <https://www.eolss.net/Sample-Chapters/C16/E1-54-19.pdf>
8. https://www.canr.msu.edu/uploads/375/57719/LandResourceManagementBook_Final_010314.pdf
9. <http://www.environmentalpollution.in/land-land-use-pattern-in-india-with-statistics-1217>
10. https://data.gov.in/catalog/land-use-pattern?filters%5Bfield_catalog_reference%5D=88749&format=json&offset=0&limit=6&sort%5Bcreated%5D=desc
11. <http://www.knowledgeuniverseonline.com/ntse/Geography/land-use-pattern-in-India.php>
12. <https://www.encyclopedia.com/environment/energy-government-and-defense-magazines/forest-resources>
13. <https://dnr.maryland.gov/forests/Pages/mission.aspx>
14. https://study.com/directory/category/Physical_Sciences/Forestry_and_Wildlands_Management_Forest_Resources_Management.html

Paper Name : Fundamentals of Financial Management (Theory)

**Paper Type : Generic Elective Paper Code : GBRM- 405A Credit : 06 L: 5 , T: -1 , P: -
CA – 30 Marks , ESE : 70 Marks Total Marks : 100**

Course Objectives:

1. To familiarize students with the nature and scope of financial management
2. To assist students in understanding the sources of financing and risks involved
3. To help students understand capital structure management and the factors determining it
4. To enable students to get acquainted with different capital budgeting techniques and take dividend policy decisions
5. To help students to learn the importance and application of working capital management

Course Outcomes: At the end of the course, the students will be able to

1. Demonstrate the knowledge of financial management and analyse its scope
2. Apply the concept of financing and understand the risks in financing
3. Apply capital structure management in current challenges
4. Apply capital budgeting techniques and take dividend policy decisions
5. Analyse and apply working capital management in various scenarios

Course Content:

Unit1: Introduction to Financial Management Meaning, nature, scope and objectives of Financial Management – Profit Margins Vs. Wealth Maximization – Financial Management and other Areas of Management – Liquidity Vs Profitability, Methods of Financial Management – Organization of Finance Function. (12L)

Unit2: Sources of Financing Sources and Applications of Funds – Security financing - Loan financing, Project financing, Loan Syndication – Book Keeping and book building – New financial institutions and Instruments (in brief) viz. depositories, venture capital, credit rating, commercial paper, Certificate of deposit, Stock investment and Global depository receipts. (12L)

Unit3: Capital Structure Meaning of capital structure and financial structure – Principles of capital structure – Optimum capital structure – Determinants of capital structure – Capital structure and Earnings per Share (12L)

Unit4: Capital Budgeting and Dividend Policy Decisions , Meaning of capital budgeting, Importance – Time value of money – Capital Budgeting Process – Project appraisal by using traditional methods and modern methods – Practical challenges on payback period, rate of return, Net Present Value method, Profitability Index, Internal Rate of Return methods – Kinds of Dividend Policy Decisions – Bonus Shares – Merits and Demerits, Determinants of Dividend Policy Decisions- Agricultural Commodity Trading and Stock Market (12L)

Unit5: Working Capital Management Meaning of Working Capital – Types of Working Capital – Working Capital Cycle – Determinants of Working Capital – Estimation of Working Capital – Management of Cash – Cash Budget – Management of Inventory and Debtors (12L)

Suggested Readings:

1. Gupta,S,K., Sharma,R.K.,& Gupta ,N(2018).Financial Management.Kalyani
2. Khan, M.Y. & Jain, P.K.(2018). Financial Management. New Delhi, India. Tata McGraw Hill.
3. Chandra, P.(2018).Financial Management.New Delhi, India. Tata McGraw Hill Book Co.
4. Pandey,I.M.(2018). Financial Management. New Delhi, India. Vikas Publishing House

Paper Name : Tribal Development Management (Theory)

**Paper Type : Generic Elective Paper Code : GBRM- 405B Credit : 06 L: 5 , T: -1 , P: -
CA – 30 Marks , ESE : 70 Marks Total Marks : 100**

Course Objectives

1. To expose students to various dimensions of tribal society and culture
2. To create awareness on current tribal development problems in India
3. To introduce tribal history, governance and constitutional provisions
4. To help students understand the various aspects of resource management of tribes
5. To provide insights on challenges in sustainable tribal development programs and interventions

Course Outcomes : At the end of the course, the student will be able to

1. Comprehend various dimensions of tribal society and culture
2. Able to critically analyze the tribal problems with respect to development
3. Understand and apply the trajectory of tribal development and necessary provisions for the same
4. Plan appropriate resource management tools for managing the natural and non-natural resources of tribals
5. Devise sustainable strategies for tribal area development programs

Course Content :

Unit 1 Tribal Society and Culture Tribe concept, meaning and Identity – Territorial Distribution – Classification of Tribes in India – Tribal Economy and Society – Tribal Culture (12L)

Unit 2: Tribal Development Problems in India Approaches to the study of tribal problem–History of tribal welfare in India, Constitution and Tribes –Tribal Problems as: a) Distinct Problems. b) As regional and national problems– Socio-Political and Economic Issues–Infrastructural and cultural issues, Isolation, integration and assimilation strategies (12L)

Unit 3: Tribal Development Policies, Programmes and Governance History of Tribal Administration –Development of Tribal Policy– Constitutional provisions relating to Scheduled areas and Scheduled Tribes –Tribal Rehabilitation: migration, displacement and rehabilitation, policies and Development –Tribal Movements and National Integration: tribal movements and tribal policies–Tribal Plans and Sub-plans: Denotified tribes particularly vulnerable tribal groups (PVTGs) (12L)

Unit 4: Tribal Resource Management Introduction to Tribal Resource Management – Land Management – Water Management – Management of Natural Produce – Environment Management and Modern Development (12L)

Unit 5: Sustainable Development in Tribal Areas Traditional Knowledge Management – Forms of Tribal Livelihood – Sustainable Tribal Livelihood – Tribal Entrepreneurship – Who Needs to Develop Tribals (12L)

Suggested Readings:

1. Mehta, B.C. (1999). Rural Poverty in India. Concept Publications: New Delhi.
2. Powell, B.H. (1992). The Land systems of British India. Atlantic Publishers and Distributors:New Delhi.
3. Sharma, A (2003). Socio-Economic Development of Indian Tribes. Mohit Publications: New Delhi

Year – III

Semester – V

CORE COURSE (5+1 = 6 credits) (5L – 1T- P)		DISCIPLINE SPECIFIC ELECTIVE (06 credits) Any One from A group (5+1 = 6 credits) (5L – 1T- P) and Compulsory one from B group (6 credits) (L – T-6 P)	
Paper Name	Paper Code	Paper Name	Paper Code
Rural Governance & Administration	CBRM-501	Public Health Management	DBRM-503A
Rural Extension Management	CBRM -502	NGO Management	DBRM-504A
		Dissertation /Project- I	DBRM-581 B

Paper Name : Rural Governance & Administration (Theory)

Paper Type : Core Paper Code : CBRM - 501 Credit : 06 L: 5 , T: 1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives

1. To facilitate students to appraise the Rural Local Administration
2. To provide insights into working of Gram Panchayat and Panchayat Samitis
3. To create awareness on Zilla Parishad system of governance
4. To provide insights on Rural Administration
5. To provide insights on Panchayati Raj System and Rural Development schemes

Course Outcomes : At the end of the course, the student will be able to

1. Comprehend the aspects on Panchayati Raj
2. Utilise the knowledge of Gram Panchayat and Panchayat Samitis to introduce village development interventions
3. Design proper intervention programs through the awareness of Zilla Parishads and its power structure
4. Apply the information on provincial organization to actualize new government plans and plans
5. Comprehend the aspects on Panchayati Raj system and Rural Development schemes

Course Content

Unit 1 Governance Meaning, Definition, Characteristics of governance Good governance, Characteristics of good governance Local governance; Meaning, Definition, Characteristics, functions of local governance Celebration of Local Governance (6 L)

Unit 2 Micro level planning Meaning and definition of micro level planning, Nature and salient features, Milestones in micro level planning, Advantages of micro level planning, Nuts and bolts of micro level planning, Using PLA method four components of micro level plans, The two stages of micro level plan (6 L)

Unit 3 History Balwant Rai Mehta team, Ashok Mehta Committee, CHHanumanth Rao Team, G.V.KRao committee, P.K Thungan committee, Harlalsingakharra committee, 73RD constitutional amendment, Democratic decentralization: meaning, definition, principles, philosophy, objectives of democracy and decentralization (6 L)

Unit 4 Facts of PR Democratic decentralization: meaning, definition, principles, philosophy, objectives of democracy and decentralization, Meaning, Definition, objectives and principles, philosophy, needs of Panchayat Raj, Devolution Index (6 L)

Unit 5 Three tier system Definition, function, Duration: Gram panchayat, Panchayatsamithi, Zilla panchayat, Gram sabha: Meaning, Function of gram sabha, Award meant for Local governance (6 L)

Unit 6 : Administration Nature, scope, objectives, types of administration, Ministry of Rural Development, Department of land resources, Department of drinking water and sanitation (6 L)

Unit 7 : Organizational structure Organizational structure, functions, sections and divisions of Ministry of Organizational structure. (6 L)

Unit 8 : Administrative set-up Administrative set-up of State, District, Block and Village level, Ministry of Panchayat Raj (6 L)

Unit 9 : Rural Development Institutions Divisions of rural development institutions, NIRD, SIRD, CAPART, ANAND etc (6 L)

Unit 10 : Conceptualization, policy formation, planning, organizing, integration and co-ordination, implementation, monitoring and evaluation (6 L)

Suggested Readings

1. T.Rudra & R D Bala ,P Dhar Rural Development & Panchayati Raj , IBRF
2. Parthasarathi Senapati , Rural and Agriculture Marketing , Educreation
3. Sagar Mondal and G.L. Ray. 2007. Text book of Rural Development. Kalyani Publishers
4. Katar Singh , Anil Shishodia , 2016 , Rural Development: Principles, Policies, and Management , SAGE
5. Sundaram S , Rural Development , 2014 , Himalaya Publishing House
6. Sagar Mondal and Ray, G.L. 2003. Text Book of Entrepreneurship and Rural Development. Kalyani Publishers

Paper Name : Agriculture & Rural Extension Management (Theory)

Paper Type : Discipline Specific Elective Paper Group – A

Code : CBRM- 502 Credit : 06 L: 5 , T: -1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives: The course is intended to orient the students with the concept of extension education and its importance in Rural development and also to expose the students with various Rural development programmes aimed at poverty alleviation and to increase employment opportunities and their analysis. Besides, the students will be learning about the new innovations being brought into the Rural Extension in India. The course is also intended to orient students on the genesis and evolution of extension system, various extension approaches tried worldwide. The students learn about problems, future needs and strategies of Rural extension.

Course Outcomes: On Completion of the Course, Students will be able to:

CO 1 : develop an thorough understanding of Education; Extension Programme planning Meaning, Process, Principles and Steps in Programme Development.

CO 2 : gain specific knowledge about Extension systems in India including Extension efforts in Pre-independence and post independence era including modern New trends in agriculture extension including privatization extension.

CO 3 : carry out Monitoring and evaluation of Extension programmes and Transfer of Technology including concepts of different models

CO 4 : understand concept of rural sociology, characteristics of Indian rural society , rural development and its importance in agricultural extension,

CO 5 : understand concept of educational psychology, intelligence, personality, perceptions, emotions, frustration, motivation, teaching and learning

CO 6 : know means of communication and models of communication , methods of creating Rural awareness

Content

Unit 1 : Education: Meaning, definition & Types; Extension Education- meaning, definition, scope and process; objectives and principles of Extension Education (12 L)

Unit 2 : Extension Programme planning- Meaning, Process, Principles and Steps in Programme Development. Extension systems in India: extension efforts in pre-independence era (Sriniketan, Marthandam, Firka Development Scheme, Gurgaon Experiment, etc.) and post-independence era (Etawah Pilot Project, Nilokheri Experiment, etc.); various extension/ agriculture development programmes launched by ICAR/ Govt. of India (IADP, IAAP, HYVP, KVK, IVLP, ORP, ND,NATP, NAIP, etc.). (12 L)

Unit 3 : New trends in Rural extension: privatization extension, cyber extension/ eextension, market-led extension, farmer-led extension, expert systems, etc. (12 L)

Unit 4 : Extension administration: meaning and concept, principles and functions. Monitoring and evaluation: concept and definition, monitoring and evaluation of extension programmes; Transfer of technology: concept and models, capacity building of extension personnel; Agriculture journalism (12 L)

Unit 5 : Project , conceptualization and Designing a project , budgeting a project , getting finance for the project , project implementation , project management , Project monitoring , Techniques & Tools of Project Monitoring , Impact analysis of a project (12 L)

Suggested Books

1. Adivi Reddy, A. 2006. Extension Education. Sree Lakshmi Press
2. Jalihal, K.A. and Veerabhadraiah, V. 2007. Fundamentals of Extension Education and Management in Extension. Concept Publishing House.
3. Sagar Mondal and G.L. Ray. 2007. Text book of Rural Development. Kalyani Publishers
4. Katar Singh , Anil Shishodia , 2016 , Rural Development: Principles, Policies, and Management , SAGE
5. Sundaram S , Rural Development , 2014 , Himalaya Publishing House
6. K.K. Singh,Rakesh Kumar Sharma,Ashutosh Ghenekar Atul Kumar Singh, 2015, Agricultural Extension Explorer , Astral

7. C. Karthikeyan, R. Sendilkumar, et al., 2018, A Textbook of Agricultural Extension Management , Atlantic Publishers and Distributors Pvt Ltd.

Paper Name : Public Health Management (Theory)
Paper Type : Discipline Specific Elective Paper Group – A
Code : DBRM- 503A Credit : 06 L: 5 , T: -1 , P: -
CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives:

1. To make students aware of principles of public health and health systems
2. To enable students implement methods of prevention of diseases and promotion of health
3. To enable students in effectively dealing with determinants and measures for diseases and health related states
4. To enable evaluation of health care status and disease control at national and global levels
5. To enable management issues and challenges related to public health
6. To make students aware of Public health regulations

Course Outcomes : At the end of the course, the student will be able to

1. Apply principles of public health in the national and international contexts
2. Effectively apply the methods of prevention of disease and promotion of health
3. Conceive, prepare and implement business model for prevention of diseases
4. Understand the design and implementation strategy for policies of public health systems
5. Efficiently and effectively contribute to public health management
6. Comprehend the public health regulations

Course content:

Unit 1: Introduction to Public Health Definition of public health - Evolution of public and community health - Core functions and scope of public health- Health care vs. Medical care –Determinants and public health-The science and practice of public health (10L)

Unit 2: Principles and Practices of Public Health Concept of health and disease –Causation and prevention - Social determinants of health, health systems and health policy-Health equity -Environments and health –Health regulations - Public Health action - Ethical issues in public health (10L)

Unit 3: Disease, Measurement and Prevention Foundations of Epidemiology - Practical Disease Concepts in Epidemiology- General Health and Population Indicators - Global health and epidemiological transition-Sources of global health data - Emerging Environmental Public Health Threats Common Water and Sanitation-related Diseases – Current statistics of people affected – Importance of Prevention of Diseases – Methods of Prevention through Water and Sanitation Management– Sanitation and Hygiene in Schools and Anganwadis – Challenges in Public Health Management (10L)

Unit 4: Public Health Policy and Reforms in India Healthcare systems –National health programs in India – Health sector reforms-Public health initiatives: primary health care, selective primary health care, MDGs, SDGs – Global health programsPublic Health and Sanitation as an Entrepreneurship activity. (10L)

Unit 5: Health care Management in India Health care delivery in India - Planning, implementation, monitoring and evaluation of Health Programmes –Best practices in health care management - Components of strategic managementBehavioural aspects of governmental and other non-governmental organizations in health care

management- Challenges in health care management (10L)

Unit 6: Public Health Regulations and International Regulatory Requirements National Public Health Regulations, Public Nuisance Act, World Health Organization (WHO) - Rockefeller Foundation - Ford Foundation - FAO, CARE, World Bank, DFID, UNFPA, USAID, IRCS, UNICEF - International Health Regulations (IHR) - International Statistical Classification of Diseases and Related Health Challenges (ICD-10) (10L)

Suggested Readings:

1. Lal, S (2016). Public Health Management Principles and Practices. CBS Publishers and Distributors Pvt Ltd.
2. Srivastava, R.K (2014). Public Health System in India, DPS Publishing House: New Delhi

Paper Name NGO Management (Theory)

Paper Type : Discipline Specific Elective Paper Group – A

Code : DSEBRS- 504A Credit : 06 L: 5 , T: -1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Unit 1: FOUNDATION OF MANAGEMENT AND NGO'S UNDERSTANDING Management: Meaning, Definition, Concepts, Objectives and Functions- NGO's: Meaning, Definition, Concepts, Types, Functions, Approaches and Models - Vision, Mission and Goals in NGOs - Role of NGO's in Community Development (10L)

Unit 2: LEGAL FRAME WORK FOR ESTABLISHING NGO'S Legal - rational structure of Non-profits: Trusts and Societies with Special reference to Trust and Society Registration Acts- Foreign contributions and Regulation Act (FCRA) - Statutory Obligations- Income Tax Exemption (80-G, 12-A, & 35AC): Rules and Regulation - Resource Mobilization: Methods and Techniques of Fund Raising - International, National and Local Levels (10L)

Unit 3: HUMAN RESOURCE MANAGEMENT IN NGO'S AND CSR ACTIVITIES Leadership in the NGO's Context – Practice of Human resources Management in NGO's - Human resources management and role of creating change agents – Staffing, recruiting, induction and training- CSR Activities: Definition, concepts and need - Concentration areas of CSR - Role of social workers in CSR- National and International CSR activities: TVS, Infosys and Tata (10L)

Unit 4: PROJECT MANAGEMENT Concept, Definition, Objectives, principles, Scopes, Importance and Methodology - Micro and Macro Level Planning - Project Dimensions: Identification – Need assessment – Problem Tree - Formulation Project Proposal - Project Appraisal: Technical, Economic and Financial Feasibility. (10L)

Unit 5: PROJECT MANAGEMENT IN NGO'S Concept, Meaning, Definition and Types of projects – Projects Implementation and Management: Project Planning Matrix - Project Cycle Management - Identification and Formulation of Details Projects Report (DPP) with reference to Action AID and Save the Children- Monitoring and Evaluation (PERT and CPM) - Rural Appraisal (PRA): Tools and Techniques, SWOC (Strengths, Weaknesses, Opportunities, Challenges) Analysis. (10L)

Unit 6 : Importance of publicity , ways of publication and publicity of work done , Digital presence and digital representation of NGO , Annual Report , NGO website and webspace management including SEO (10L)

Suggested Readings

1. Clark John. (1991). Voluntary Organizations: Their Contribution to Development. London: Earth Scan.
2. Jain R.B. (1995). NGO's in Development Perspective. New Delhi: Vivek Prakasan
3. Sakararan and Rodrigues. (1983). Handbook for the Management of Voluntary Organization. Madras: Alfa References
4. Behera M. C. (2006). Globalizing Rural Development. New Delhi: Sage.
5. Chowdhry Paul. (1973). Administration of Social Welfare Programmes in India. Bombay: Somaiy.

6. Emmanuvel. S. Fernando. (1999). Prospect from Problems. Mumbai: St. Francis Xavier's Church.
7. Ginsbery Leon. H. (2001). Social Work Evaluation – Principles and Methods. Singapore: Allyn and Bacon.
8. Jack Rothman, John John E. Tropman. (2001). Strategies of Community Intervention. Illinois: P.E. Peacock.
9. Joel S.G.R Bhoose. (2003). NGO's and Rural Development Theory and Practice. New Delhi: Concept.
10. Julie Fisher. (2003). Non-Governments – NGO's and the Political Development of the Third World. New Delhi: Rawat

Paper Name : Dissertation / Project -I

Paper Type : Discipline Specific Elective Paper Group – B Paper Code : DBRM- 581B

Credit : 06 L: -, T: -1 , P: 5

CA – 40 Marks , ESE : 60 Marks Total Marks : 100

Course Objectives:

1. To facilitate the students to understand Rural Development Programs and their impact
2. To create awareness among students about Institutional framework to support Rural development study, research and documentation
3. To help students explore major development and welfare programs implemented
4. To assist students in understanding the scope and significance of rural development
5. To create awareness of good practices in rural development governance among students

Course Outcomes: At the end of the course, the student will be able to

1. Analyse the impact of rural development programs
2. Demonstrate knowledge about the importance and working of institutional framework
3. Discuss the major development and welfare programs
4. Explore and analyse the scope of rural development
5. Comprehend the good practices in rural development governance

Course Content: A project work should be done individually under the guidance of one faculty member on any topic related to the subject & can be recorded as dissertation & also be presented by the candidate in front of externals in a seminar. **Student have to work in a Community Based Organisations, NGOs and SHGs working in the Rural Development filed . Staying in the village is mandatory during the period & accomplish the following works**

1. Understand various units , functioning process , funding , fund management , project procurement and implementation of a rural development organization
2. Rural Immersion- Do PRA / PLA Exercise and submit the report
3. Study on different components of a village , functions of village and possible measures for its development
4. Practice on participatory evaluation of a specific rural development activities of a project/ organization Evaluation placement/class assignment .
5. Assignment on stakeholder analysis, logical framework analysis, network analysis, development of Gnatt Chart etc.
6. Visit to a Village Resource Centre and Preparation of Report through field work .

. Year – III

Semester – VI

<p>CORE COURSE (5+1 = 6 credits) (5L – 1T- P)</p>	<p>DISCIPLINE SPECIFIC ELECTIVE (06 credits) Any One from A group (5+1 = 6 credits) (5L – 1T- P) and Compulsory one from B group (6 credits) (L – T-6 P)</p>
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Paper Name	Paper Code	Paper Name	Paper Code
Cooperation and Collective Action & Change Management	CBRM-601	Rural Community Resilience and Disaster Risk Mitigation	DBRM-603A
Agri-Business Management	CBRM -602	Strategic Management	DBRM-604A
		Dissertation/ Project 4	DBRM-681B

Paper Name : Cooperation and Collective Action & Change Management (Theory)

Paper Type : Core Paper Code : CBRM - 601 Credit : 06 L: 5 , T: 1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives:

1. To enable them to understand the principles, legislation and process of formation of cooperation.
2. To enable them to understand principles and need of cooperatives.
3. To facilitate them to understand the types of cooperatives
4. To provide insights on financing and management of cooperatives
5. To be aware of the insurance schemes for rural areas

Course Outcomes: At the end of the course, the students are expected to

1. Discuss and describe the principles, legislation and process of formation of cooperation
2. Demonstrate the knowledge about principles and need of cooperatives
3. Identify and suggest appropriate type of cooperative for a village
4. Evaluate the right source of finance for the agribusiness
5. Demonstrate knowledge on insurance schemes and facilitate in choosing the best insurance product

Course Content:

Unit 1: Introduction to Cooperation: Principles of cooperation, process of cooperative formation, cooperative legislation (12L)

Unit 2: Introduction to Cooperatives: Governance in agribusiness cooperatives, management of cooperatives, principles of cooperatives, need for cooperatives, overview of agribusiness cooperatives (12L)

Unit 3: Types of Cooperatives: Credit cooperatives, production as well as processing based cooperatives, cooperative marketing, dairy cooperatives, tribal cooperatives (12L)

Unit 4: Financing & Management of Cooperatives: Financing agribusiness cooperatives, business development planning for cooperatives, MIS for agribusiness cooperatives, collective action and leadership in cooperatives, promotion of cooperative movement-education and training (12L)

Unit 5: Insurance Schemes for Rural areas: Rural Insurance and Insurance for weaker sections of society, Need for rural insurance, Marketing of Insurance Products – Selling Processes. Crop insurance, health insurance, livestock insurance, general insurance, life insurance and Recent government schemes in rural insurance. (12L)

Suggested Readings:

1. Gupta, K.B, Siddiqui, F and Alam, I(2011). Rural Management. Word Press, Lucknow.
2. Nakkiran, S (2006). Cooperative Management-Principles and Techniques, Deep & Deep Publications Pvt. Ltd: New Delhi.

Paper Name : Agri-Business Management (Theory)

Paper Type : Core Paper Code : CBRM - 602 Credit : 06 L: 5 , T: 1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives:

1. To provide an understanding on the need of Agribusiness Management in the present context of Indian agriculture
2. To determine challenges and response potentials of different institutions for agribusiness and models in agribusiness
3. To explain what is agri marketing
4. To describe the agri business models
5. To explain the basic concepts of project proposal preparation, appraisal, and carrying out feasibility study

Course Outcomes: At the end of the course, the student will be able to

1. Comprehend aspects of agri business
2. Analyse any agri business model
3. Plan marketing of agri products
4. Choose an appropriate agri business model
5. Write project proposal for starting an agri business

Course Content:

Unit1: Introduction to Agribusiness Introduction to Agribusiness, Status of Indian Agriculture, Need of Agribusiness Management, Agribusiness Opportunity, Challenges, Forms of Agribusiness Organization (10 L)

Unit2: Analysing Agribusiness Production relationship, cost concept, farm planning, value addition & value chain Analysis with relevance to Agribusiness Industries, Porter's 5 forces analysis of Agribusiness, Determining and analyzing External and Internal Factor (10 L)

Unit3: Agri-marketing Role of Agricultural Marketing, E-NAM, APMC, CACP, MSP, ORMAS; role of agro-processing in agribusiness development (10 L)

Unit4: Agribusiness models Cooperative farming, Corporate farming, Contract farming, Farmers Producer Company, Cases on Agribusiness (10 L)

Unit5: Project Management Project Preparation & Appraisal for taking up Entrepreneurship- Finding viability & Feasibility of Project, Revenue Model & Business Model, Balance sheet, Report Preparation & Presentation (10 L)

Unit 6 : Concept , components , functioning & Management of Cooperatives and FPOs (10 L)

Suggested Readings

1. Broadway, A.C., and Broadway, A.A.(2010). A text book of Agri Business Management. Kalyani Publishers: New Delhi
2. Harsh, S.N. Conner, U.J. and Schwab G.D. 1981. Management of the Farm Business. Prentice Hall Inc., New Jersey
3. Omri Rawlins, N. 1980.Introduction to Agribusiness. Prentice Hall of India Pvt. Ltd.
4. Murthy, H.L.N. (2017). Agricultural Business Management Himalaya Publishing
5. Meena, G.L., Burak, S.S., Pant, D.C., and Sharma, R. (2017). Fundamentals of Agribusiness Management. Bio-Green Publications
6. L K Warder, C Murthy , 2008 , Text Book Of Agricultural Marketing & Co-Operation, ICAR
7. S.S. Chhina , 2009 , Agricultural Marketing In India , Kalyani Publishers
8. Partha Sarathi Senapati,2009,Rural & Agricultural Marketing , Educreation Publishing

Paper Name : Rural Community Resilience and Disaster Risk Mitigation (Theory)

Paper Type : Discipline Specific Elective Paper Group – A

**Code : DBRM- 603A Credit : 06 L: 5 , T: -1 , P: -
CA – 30 Marks , ESE : 70 Marks Total Marks : 100**

Course Objectives

1. To familiarise types of disasters, vulnerability and disaster management
2. To provide understanding of types, trends, causes, consequences and controls of disasters
3. To give an in-depth understanding of Disaster Management Cycle
4. To help students understand risk reduction, risk management, relief and rehabilitation, Reconstruction and Re-development
5. To orient students on community based disaster risk management and resilience building

Course Outcomes At the end of the course, the student will be able to

1. Manage disasters effectively and efficiently
2. Take appropriate actions and corrective measures
3. Prevent and mitigate disasters
4. Apply disaster reduction strategies
5. Build resilience through community based disaster risk management system

Course Content:

Unit1: Understanding Disasters Understanding the Concepts and definitions of Disaster, Hazard, Vulnerability, Risk, Capacity – Disaster and Development, and disaster management (12L)

Unit2: Types, Trends, Causes, Consequences and Controls of Disasters Geological Disasters (earthquakes, landslides, tsunami, mining) - Hydro-Meteorological Disasters (floods, cyclones, lightning, thunder-storms, hail storms, avalanches, droughts, cold and heat waves) – Global Disaster Trends – Emerging Risks of Disasters – Climate Change and Urban Disasters (12L)

Unit3: Disaster Management Cycle Disaster Management Cycle – Vulnerability, Risk and Hazard Analysis and Assessment, Risk Mapping, zonation and Microzonation, Prevention and Mitigation of Disasters, Early Warning System; Preparedness, Capacity Development; Awareness During Disaster – Relief and Rehabilitation – Post-disaster – Damage and Needs Assessment – Reconstruction and Redevelopment , Concept & management strategies of Resettlement & migration (12L)

Unit4: Approaches to Disaster Risk Reduction Disaster Risk Reduction Strategies – Phases of Disaster – Preparedness Plans – Early warning Systems Models in disaster preparedness – Components of Disaster Relief – Undertaking risk and vulnerability assessments, Policies for Disaster Preparedness Programs – Preparedness Planning – Public Awareness and Warnings – Sustainable Management – Capacity Building – Rehabilitation measures and long-term reconstruction (12L)

Unit5: Community Adaptation through Resilience Building Importance of Community Resilience – Community Based Disaster Risk Management, Study of Impact on Disasters on Developed and Developing Countries – Link between Disaster Risk and Development – Sendai Framework on Disaster Risk Reduction in Japan (2015) – Initiatives to build Resilient Communities in Rural India (12L)

Suggested Readings:

1. Bhandani, R.K (n.d) An overview on natural & man-made disasters and their reduction, CSIR, New Delhi
2. https://www.un.org/development/desa/policy/undf/thinkpieces/3_disaster_risk_resilience.pdf
3. Kapur, A, et.al. (2005). Disasters in India Studies of Grim Reality. Rawat Publishers: Jaipur

Paper Name : Strategic Management (Theory)

Paper Type : Discipline Specific Elective Paper Group – A

Code : DBRM- 604A Credit : 06 L: 5 , T: -1 , P: -

CA – 30 Marks , ESE : 70 Marks Total Marks : 100

Course Objectives:

1. To provide an integrated outlook on various functional areas of management
2. To make students aware of central issues and problems in complex organizations
3. To introduce aspects relating to alternative courses of action
4. To develop conceptual skills on holistic perspective in business decision making
5. To develop skills for implementation of strategies

Course Outcomes: At the end of the course, the students will be able to

1. Explain the concepts in strategic management
2. Formulate strategies for success of businesses
3. Devise tools in dealing with a business effectively in a global setting
4. Analyse business decision making aspects
5. Implement strategy for organizational success

Course Content:

Unit 1: Introduction to Strategic Management: Concepts of Strategic management, process and strategic decision making, defining business purpose, mission and objectives, strategic intent. Environmental Appraisal- external and internal and Industry analysis, corporate capabilities – SWOT analysis, concept of core competence and value chain analysis(Case Studies for related topics) (12L)

Unit 2: Formulation of Strategy: Level of strategy formulation, Generic competitive strategies: cost leadership, and differentiation, framework for analyzing competition, competitive positioning of a firm, Game Theory approach to competitive dynamics. (12L)

Unit 3: Strategic Tools: Business process reengineering and Balance Score Card. Aggregate and granular metrics and metrics of value creation (Case Studies for related topics). (12L)

Unit 4: Strategic alternatives and Choices: Grand strategies, business level strategies, horizontal, vertical integration, diversification. Strategic Choices- BCG matrix, G.E matrix portfolio analysis - Technology based versus mature industries, External growth strategy – Strategic Alliances, mergeracquisition, collaborative partnerships (Case Studies for related topics). (12L)

Unit 5: Implementation of Strategy: Elements of strategy implementation, structure, McKinsey's 7s framework Resources allocation, corporate leadership, personal values, organizational culture, Strategy evaluation and control. Strategic Issues of development organizations. (Case Studies for related topics) (12L)

Suggested Readings:

1. David,F (2011). Strategic Management, Prentice Hall of India
2. Kazmi, A (1986). Strategic Management – Mc Graw-Hill Publications.

Paper Name : Dissertation/ Project -II**Paper Type : Discipline Specific Elective Code : DBRM- 681B****Credit : 6 Total Marks : 100****Course Objectives:**

1. To facilitate the students to understand Rural Development Programs and their impact
2. To create awareness among students about Institutional framework to support Rural development study, research and documentation
3. To help students explore major development and welfare programs implemented
4. To assist students in understanding the scope and significance of rural development
5. To create awareness of good practices in rural development governance among students

Course Outcomes: At the end of the course, the student will be able to

1. Analyse the impact of rural development programs
2. Demonstrate knowledge about the importance and working of institutional framework
3. Discuss the major development and welfare programs
4. Explore and analyse the scope of rural development
5. Comprehend the good practices in rural development governance

Course Content: A project work should be done individually under the guidance of one faculty member on any topic related to the subject & can be recorded as dissertation & also be presented by the candidate in front of externals in a seminar. **Student have to work in a Community Based Organisations, NGOs and SHGs working in the Rural Development filed . Staying in the village is mandatory during the period & accomplish the following works**

1. Submit critical appraisal report **on any two** of the Central / State Programmes associated with Rural development
2. Prepare the project on **any two** of the Central/ State level Poverty Alleviation Programmes
3. Study of a village - settlement pattern
4. Study of a village socio-economic condition;
5. Study of a village Culture/Social change etc.
6. Study of community, its Demography, social disintegration of a village .
7. Preparation of project proposal on Integrated Rural Development of a specific village after collection of data applying different field methodology including PRA through Village placement