

**MAHATMA GANDHI CHITRAKOOT GRAMODAYA VISHWAVIDYALAYA
CHITRAKOOT, SATNA (M.P.) - 485 331**

ORDINANCE

Programme Offered	:	MBA (Rural Management)
	:	MBA (Small Business Management)
	:	MBA (Agri Business Management)
Intake	:	20 Students in each course can be increased with permission of AICTE.
System of Education	:	Credit System on semester basis.
Eligibility for Admission	:	Graduation
Mode of Admission	:	Entrance examination conducted by VYAPAM, Bhopal.
Duration of Course	:	4 Semesters
Examination and Evaluation	:	Internal (20%) + External (80%)
Grading	:	10-point scale

Evaluation of the programme will be referred to as grading and shall be measured by the quality of performance in that course by assigning course grade as indicated below :

Comulative Grade Point Average	: Description of Performance
8.5 to 10.0	: First Class with distinction
6.5 to 8.4	: First Class
5.0 to 6.4	: Second Class
Below 5.0	: Fail

Student obtaining Grading point of less than 5.0 will be declared as Fail (F). The course with grade point of 5.0 or more will be treated as cleared.

Minimum OGPA required for degree : To qualify for a degree the student shall complete all the prescribed courses with CGPA of not less than 5.0

Grade : It is a measure of quantity of the performance of a student work done in a course at the end of a semester. It is computed by dividing the percentage of marks obtained in a course by ten. It shall be expressed on a 10-point scale upto first decimal place.

Grade-Point : A grade point is product of course credit and grade secured by a student in a course. It shall be expressed upto first decimal place.

Grade-Point Average : It is a measure of Quantity of work done in a semester. It is a quotient of the total grade point secured by a student in various courses registered in a semester divided by the total course credit during that semester. It shall be expressed upto first decimal Place.

Cumulative Overall Grade-Point Average (CGPA) : It is a measure of overall cumulative performance of a student on completion of two or more semesters. It is computed by dividing total member of course grade points earned by a student over the semesters by the total number of credits. It shall be expressed upto first decimal place.

Attendance : Normally the attendance should be 100%. The Minimum required by a student is 80%. The attendance condo nation by Dean Director/CSSC upto 10% on justifiable grounds.

Maximum number of semesters permitted to complete the course : 6 semesters

Make-up examination : The students of final year shall be allowed for make-up examination on one or more grounds such as hospitalisation; death of parents; own marriage; attending interview and attending court case (s) etc.

Procedure for awarding sessional marks : For theory subjects three internal tests will be conducted of equal value and two best out of three will be consider for awarding sessional marks.

Procedure for evaluation of practicals/extension etc. : The internal assessment will be based on practicalsextension; the submitted report; test conducted if any and attendance (attendance valuation not more than 20%). End semester evaluation will normally involve external examinar.

Fee : As prescribed by the VYAPAM/University from time to time.

Matters not provided for in this ordinance shall be governed by the orders of the Chairman Academic Council.

CREDIT DISTRIBUTION

MBA – Rural Management (RM)

Sr.No.	Assignments/Items	* Credits	Remark
1.	Core Courses / Major Courses + Master's Seminars	(43 + 1) = 44	
2.	Supporting Courses	06	
3.	Major Elective Courses	06	
4.	Open Elective Courses	03	
5.	Summer Assignment / Training	05	
6.	Internship / Project Work / Industrial Attachment + Report writing and presentation	10	
7.	Extension + Enterprise Practices	04	
8.	Values and Social Responsibilities (V.S.R.)	02	
	Total Credits	82	
	Minimum Credit Limit	80	
	Maximum Credit Limit	84	

**MAHATMA GANDHI CHITRAKOOT GRAMODAYA ISHWAVIDYALAYA,
CHITRAKOOT SATNA MP**

MBA - RURAL MANAGEMENT (RM)

COURSE CONTENT (w.e.f. 2015-16)

First Semester

Course No	<i>COURSE CONTENT</i>	CREDIT
MBA - 101	Management Concept	3(3+0)
MBA - 102	Managerial Economics	3(3+0)
MBA - 103	Financial and Management Accounting	3(3+0)
MBA - 104	Computer for Managers	3(1+2)
MBA - 105	Business Communication Skill	2(2+0)
MBA-RM- 106	Sustainable Development Planning and Practices	3(2+1)
MBA - 107	Internet & Digital marketing	2(0+2)
MBA - 108	Seminar	1(0+1)
	TOTAL CREDIT	20 (14+6)

Second Semester

MBA - 201	Marketing Management	3(3+0)
MBA - 202	Research Methodology in Business Management	3(3+0)
MBA - 203	Human Resource Management	3(3+0)
MBA - 204	Project Management	3(2+1)
MBA - 205	Entrepreneurship Development and Management	3(3+0)
MBA-RM- 206	Rural e-governance	3(2+1)
MBA-RM- 207	Corporate Social Responsibility	3(2+1)
MBA-RM- 208	VSR	2(0+2)
	TOTAL CREDIT	23(18+5)

Third Semester

MBA-RM- 301	Value Addition and Rural Marketing Practices	3(2+1)
MBA-RM- 302	Micro Finance and Livelihood Promotion	3(1+2)
MBA-RM- 303	Social Engineering	3(3+0)
MBA-RM- 304	GIS & Remote Sensing Based Infrastructural Planning	3(2+1)
MBA-RM- 305	Open Elective	3(3+0)
MBA-RM- 306	Major Elective-I	3(2+1)
MBA-RM- 307	Major Elective-II	3(3+0)
MBA-RM- 308	Project Work Practice	2(0+2)
MBA-RM 309	Seminar	1(0+1)
	TOTAL CREDIT	24(16+8)

Fourth Semester

MBA-RM- 401	Summer Training (During first summer)	5(0+5)
MBA-RM-402	Internship (Management Practices, Report Writing & Presentation)	10(0+10)
	TOTAL CREDIT	15(0+15)
	GRAND TOTAL CREDIT	82 (48+34)

List of Major Electives-

- 1- Sustainable Technology Management**
- 2- Agri-business Management**
- 3- Livelihood Management**

List of Major Electives 2

- 1- Participatory Development Planning**
- 2- NGO Management**
- 3- Micro-credit Management**

Note :

- 1. Minimum 04 students are required to opt an elective paper.**
- 2. Total No. of credits=(20+23+24+15)=82**

The Prologue

The term 'Rural' which is the main focus of referred Master of Business Administration Course, has a very wide meaning, message and magnitude. Here 'Rural' incorporates 'Service Centres' also. It may be noted that the Service Centers essentially are urban centres, because most of the services are generated and transmitted from the urban centres. However, in functional terms, both are supplementary and complementary to each other. If there is any functional difference between the rural and urban, it is of only that the urban is the causal effect of the rural, where as the rural in itself is the root-cause. Thus the rural and urban has cyclic effect. The rural provides raw materials (including human materials) for value addition, whereas the urban in turn provides various services to rural areas with added value. The PURA concept which has prime focus now a days is crucial for rural management but the provision of urban infrastructures in rural areas is more important, as ultimately, it would be the pivotal for rural transformation and also in promoting urban prosperity. Keeping the above facts and focus in mind, the M.B.A. (Rural Management) course has double edge and enables the young executives to serve for rural management, as well as entrepreneurship development and management.

MANAGEMENT CONCEPTS.

MBA- 101

Credits-3 (3+0)

OBJECTIVE:

The main **OBJECTIVE** of this course is to provide the students with an understanding of the tasks and functions of management, which will serve as a foundation for the study of most of the functional areas as in the MBA Programme.

COURSE CONTENTS

UNIT -1

The Foundation of Management

Nature and significance of Management. The Evolution of Management thoughts. Approaches to management. Functions of a Manager Social Responsibilities of Management Professionalisation of Management in India.

UNIT-II

Planning

The nature, significance and Scope of Planning, Business OBJECTIVES, Management by OBJECTIVES, Planning premises, Steps in Planning, Structure of Plans, Process and Techniques of Decision-making.

UNIT-III

Organizing

Nature and Significance of Organizing: Span of Management, Delegation, Decentralization, Formal and informal Organization, Determinants of effective organization, Different Patterns of organization structure, Departmentation

UNIT-IV

Directing

Concept Nature Scope, Principles and Techniques of Direction, Communication Process and Barriers, Building Effective Communication System.

UNIT -V

Controlling:

Nature and scope of the control process, Control Techniques, Major Control Systems, Control By Exception, Nature Scope and Techniques of Co-ordination.

Suggested Reading:

1. R.D.Agrawal - Organization and Management
2. Peter Drucker - Practice of Management
3. IM Prasad - Principles of Management

MANAGERIAL ECONOMICS

Credits -3(3+0)

OBJECTIVE:

The objective of this course is to provide the students an appreciation of the use of the concepts and tools of economic analysis in relation to managerial decision-making and to enable them to understand the economic forces governing industry and business.

UNIT-1

INTRODUCTORY:

Scope and Method of Managerial Economics. Five Fundamental concepts. The Incremental concept. Time perspective. Discounting Principle, Role and responsibilities of Managerial Economist.

UNIT- II

DEMAND ANALYSIS:

Basic concepts of Demand Utility Analysis, Budget Line, Price, Income and substitution effects, Law of Demand, Demand Function, Elasticity of Demand, Demand Forecasting

UNIT- III

PRODUCTION AND COST ANALYSIS

Production Function, Laws of Variable Proportions, Returns to Scale, Iso-product curves, Classification of costs.

UNIT-IV

MARKET STRUCTURE AND PRICING.

Perfect competition, Monopoly, imperfect Competition, Pricing under different Market structure Price discrimination.

UNIT-V

PROFIT MANAGEMENT:

Nature and concept of Profit, Measurements of Profit, Concept of Risk and uncertainty Theories of Profit Planning and Forecasting Profit Policies.

Suggested Reading:

1. G.S.Gupta. Managerial Economics.
2. D.N.Dwivedi Managerial Economics
3. Salvatore Dominick Managerial Economics in global Economy
4. Adhikari Managerial Economics

OBJECTIVES:

The main objective of this course is to provide the students an understanding of the basic concepts of accounting as it may serve as an information and interpretation tool. The students shall also be acquainted to various software packages, which help in financial and management accounting.

UNIT-1**ACCOUNTING CYCLE :**

Accounting Records and systems. - Journal, Ledger and cash book Preparation of Trial Balance, Concept of Capital and Revenue, Final Accounts with adjustments.

UNIT-II**MANAGEMENT ACCOUNTING**

Nature and Scope and Functions of Management Accounting Difference between Management Accounting Cost Accounting, and Financial Accounting Role and Responsibilities of Management Accounting, Concept and Application of Responsibility Accounting.

UNIT-III**ANALYSIS OF FINANCIAL STATEMENTS.**

Nature, Functions and limitations of various Financial Statements to be prepared by corporate entities, analysis and Interpretations of Financial Statement objective of Analysis, Salient Features of the Major tools of analysis, Ration analysis Capital structure Ratios; Profitability Ratios; Turnover Ratios; Solvency Ratios.

UNIT-IV**MAJOR COST CONCEPTS:**

Classification of costs, cost-volume-Profit analysis, Marginal costing and its applications Standard costing and variance analysis, Computation of Material and Labour variances only.

UNIT-V**BUDGETARY CONTROL.**

Concepts of Budget and budgetary control; Types of Budget; Preparation of sales Budget, Cash Budget; and flexible Budget, Zero Base budgeting and performance budgeting, Concept of Management Audit.

Practical:

1. Preparation of final accounts
2. Study of financial statements prepared by various forms of organizations.
3. A applying ratios to assess financial strength
4. Application of standard costing
5. Application of marginal costing
6. Preparation of various budgets.

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COMPUTERS FOR MANAGERS

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

Contents

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT IV

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

Suggested Readings

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

BUSINESS COMMUNICATION SKILL

MBA-105

Credit : 2 (2 + 0)

Objective

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

Contents

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

Suggested Readings

- Bovee. 2008. *Business Communication Today*. 7th Ed. Pearson Edu.
- Brown L. 2006. *Communication Facts and Ideas in Business*. Prentice Hall.
- Lesikar. 2004. *Basic Business Communication*. McGraw Hill.

Ramchandran KK, Lakshmi KK & Karthik KK. 2007. *Business Communication*. Macmillan.

Internet & Digital Marketing

MBA-RM- 107

Credits- 3(1+2)

UNIT-I -Introduction of Internet:

Needs of Internet, Advantage and Disadvantage of Internet, How Internet related involve in Human life,Fields of Internet used, World Wide Web,

UNIT-II - Terms to Be Familiar With:

Browser, download,upload,E-mail,Filter, Home Page ,HTML (HyperText Markup Language) , Search Engine, TCP/IP, URL, Web Browser,Exploring the Internet using Microsoft Internet Explorer, Internet Explorer 5.5 Standard Buttons Toolbar: Internet Explorer 5.5 Standard Buttons Toolbar, URL, Domains

UNIT-III -Communication

Basic elements of a communication system, Data transmission modes, Bandwidth, Baud Narrow band, Voice band,Broad Band, Data transmission Media, Hub, various Topologies of connectivity computers,

UNIT-IV -Internet Applications,

Static & Dynamic Components, E-Mail Work, various types of Network explain,Various types of Network explain, Communication Protocol, ISO/OSI Model,

UNIT-V -Web Marketing

Introduction to Web Marketing,

- The Significance of Web Marketing, Internal Measures for SEO, Link Building,

Introduction to AdWords,

- Online Advertising and Search Engines, **Display Network**, Advertising on Display Networks, Image Advertising,Mobile Advertising, Video Advertising, YouTube Advertising.

Social Media Advertising

- Creating Effective Content, Do and Dont's for Social Media, Analysing Target Audience.

E-mail. Marketing:

- Creating E-mail Campaigns, Effective strategies for E-mail Marketing.

.Akshaya Vikas - Published by - Vivekanand Kendra Prakashan (Sustainable Development

SEMINAR

Credit: 1 (0 + 1)

Objective:

This course is content is designed to develop presentation skills and enhance as well as inculcate business communication skills of students.

MBA-201

Credit : 3 (3 + 0)

Objective

The objective of this course is to develop an understanding of the field of marketing. The focus will be on imparting knowledge of the basic concepts, tools, and functions of marketing.

Contents

UNIT I

The Concept of Marketing Management; Marketing Environment; Marketing Mix, Strategic Marketing, Market Segmentation, Targeting, and Positioning; Buyer Behavior, Marketing Information System, Marketing Organization and Control

UNIT II

Marketing potential and forecasting, Classification of Products; Product Life Cycle; New Product Development; Product Line and Product Mix; Branding, Packaging and labeling.

UNIT III

Factors affecting prices; Pricing Policies and Strategies; Pricing Methods.

UNIT IV

Types of Distribution Channels; Functions of Channel Members; Channel Management Decisions.

UNIT V

Promotion Mix; Introduction to Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations. and Direct marketing, managing integrated marketing promotion, Customer Relationship Management.

Suggested Readings

- Brassington 1997. *Marketing Management*. Pitman Publ. House.
- Kotler P. 2002. *Marketing Management – Analysis, Planning, Implementation and Control*. Pearson Edu.
- McCarthy 2003. *Marketing Management*. Tata McGraw-Hill.
- Saxena R. 2002. *Marketing Management*. Mc Graw Hill.

Stanton WJ, Etzel MJ & Walker BJ. 1996. *Fundamentals of Marketing*. McGraw-Hill.

RESEARCH METHODOLOGY IN BUSINESS MANAGEMENT

MBA-202

Credit : 3 (3 + 0)

Objective

The objective of this course is to develop an understanding of research methodology. The focus will be on process and techniques of research.

Contents

UNIT I

Meaning, Course Objective, types, and process of research; research methodology in management- exploratory, descriptive, experimental, diagnostic, Problem formulation, setting of Course Objective, formulation of hypotheses.

UNIT II

Scales of measurement - nominal, ordinal, interval, ratio, Likert scale and other scales; Primary and secondary data, sources of data, instruments of data collection, data editing, classification, coding, validation, tabulation, presentation, analysis.

UNIT III

Concept of Sampling, Probability and non-probability sampling techniques including Simple Random Sampling, Stratified Sampling, Multi-stage Sampling, Systematic Sampling, Purposive Sampling, Quota sampling, judgment sampling, and convenience sampling, sample size determination, sampling and non-sampling errors.

UNIT IV

Role and uses of quantitative techniques in business decision making, Use of Equations, Use of Determinants and Matrices in business decisions, Frequency Distribution, Measures of Central Tendency, Measures of Variation, Skewness and Kurtosis, Simple, partial, and multiple correlation, rank correlation, simple and multiple regression, Discriminant and dummy variable analysis.

UNIT V

Index Numbers, Hypothesis testing, ANOVA, Factor analysis, cluster analysis, conjoint analysis, multi-dimensional analysis etc, Report writing: Types of report, essentials and contents of good report writing.

Suggested Readings

- Cooper DR & Schindler PS. 2006. *Marketing Research Concepts and Cases*. Tata McGraw Hill.
- Green PE, Tull DS & Albaum G. 1998. *Research for Marketing Decisions*. Prentice Hall of India.
- Kothari CR. 1989. *Research Methodology*. Wiley Eastern.

Wilkinson & Bhandarker 1989. *Research Methods in Social Sciences*. Himalaya Publ.

House .

HUMAN RESOURCE MANAGEMENT

MBA-203

Credit : 3 (3 + 0)

Unit-1

Introduction: Concept and evolution of personnel management and HRM, Difference between PM and HRM Functions of HRM. Concept of HRD

Unit-II

HR Planning: Concept, Objective, Importance and Process. Recruitment: Meaning, process and sources : selection process , test and types of test, interview and types of interview

Unit-III

Job Design: Meaning, concept, Job Analysis, Job description, Job specification, Job rotation, Job enlargement, Job enrichment , Job evaluation. Promotion: objectives, types, promotion by seniority v/s merit. Transfer: meaning purpose: Demotion, dismissal, suspension, discharge

Unit-IV

Training and Development: Difference between Training Education and Development. Need for training, objectives of training, identifying training needs, training programme, advantages of training, characteristics and objectives of management development(MD), Process of MD, MD Contents, Methods of MD

Unit-V

Performance Appraisal: Meaning Purpose, merit rating vs. performance evaluation, methods of performance appraisal, MBO, potential appraisal

References:

Human Resource Management - N.K.Singh - Excel Books

Human Resource Management - T.N. Chhabra- Dhanpat Rai publication

Human Resource Management - Pattanayak

PROJECT MANAGEMENT

MBA-204

Credit : 3 (2 + 1)

Objective

The objective of this course is to expose the learner to the fields of project management. Focus will be to train the students to develop their project.

Contents

UNIT I

- **Project : definition, Meaning, Principles and Type.**
- **Project Management: Meaning, Scope and coverage.**
- **Participation: Meaning, Message, Definition. Nature and Scope.**
- **Planning: Meaning, Definition, Types and Goal.**

UNIT II

- **Tools for Data Collection:**
- **Survey, Case Study, Observation, experimental Method, schedule and questionnaire.**
- **PRA as a tools for understanding peoples perception, innovation, problems, priorities and project.**
- **PRA tools and application.**

UNIT III

- **Data processing and analysis**
- **Master table and standard table desining**
- **Project identification.**
- **FeasibilityAnalysis**
- **Project appraisal and budgeting. Network Methods: Meaning,**
- **Network Analysis, Requirements for Network Analysis, Critical Path Method (CPM), Programme Evaluation and Review Technique (PERT), Project scheduling and resource allocation.**

UNIT IV

- **Information Related to Funding Agencies.**
- **Financial appraisal Evaluation, discounted/non-discounted cash flows; Net present values, profitability index, Internal rate of returns; Cost benefits ratio; Accounting rate of return, Pay back period.**
- **Project Implementation: Meaning, Concept and Strategies.**

UNIT V

- **Project Monitoring : Steps, Job Description, Master and Status report.**
- **Project Evaluation : Concept, Purpose, Participants and preparation**
- **Project Planning and Management Practices.**

Suggested Readings

- **Chandra P. 2005. *Project Management*. Tata McGraw Hill.**
- **Gopal Krishan P & Nagarajan K. 2005. *Project Management*. New Age.**
- **Hisrich RD & Peters MP. 2002. *Entrepreneurship*. Tata McGraw Hill.**
- **Kaplan JM. 2003. *Patterns of Entrepreneurship*. John Wiley & Sons.**
- **Nandan H. 2007. *Fundamentals of Entrepreneurship Management*. Prentice Hall.**
- **Ramamoorthy VE. 2005. *Textbook of Project Management*. MacMillan.**
- **AGRO – Industrial Project Analysis – J.E. Austin.**
- **PRA by Robert Chambers.**

FINANCIAL MANAGEMENT

MBA-205

Credits3(3+0)

OBJECTIVES:

The main objective of this course is to provide the students understanding of the basic concepts of financial management as it may serve as an information and interpretation tool. The students shall also be acquainted to various software packages, which help in financial management.

Unit-1

Introduction:

Concept of finance and finance function objective of financial management organization of finance function, Finance planning, Objective and consideration, Capitalization over and under capitalization.

Unit-II

Capital Structure Planning:

Optimum capital structure, Capital structure theories, Features vof sound capital mix, Leverage- Financial and Operational Leverage, Source of finance.

Unit-III

Management of Current Assets:

Cash management motive for holding of cash, Control of cashcollection and disbursement, Receivable management, Objectives of inventory management, Objectives of inventory control techniques.

Unit-IV

Management of Fixed Capital:

Capital budgeting, Features, Methods of capital budgeting.

Unit-V

Management of Earning:

Dividend and dividend policy, Objective and determinants of dividend policy, Stable dividend policy, Forms of dividend concept of lease financing, Hire purchase financing venture capital, Factoring, Economic Value added.

Suggested Reading:-

1. S. N. Maheshvari Financial Management
2. Khan & Jain Financial Management
3. C. M. Shukla Financial Management
4. I. M. Pandey Financial Management

RURAL E-GOVERNANCE

MBA-RM-206

Credit-3(2+1)

UNIT-I

1. **Project Manager: Role, Rationale and skills.**
2. **Information revolution**
3. **Definition objectives and characteristics of e-governance**
4. **e-Governance model**
5. **Component of e-Governance**
6. **Technology of e-governance (Hardware/Software requirement)**
7. **Benefits of e-governance.**

UNIT –II

Domains of e-Governance

1. **Administration**
2. **Citizen/e-Service**
3. **Society**
4. **Democracy**

UNIT -III

The challenges of e-governance for rural management

Issues in implementation: infrastructure issue, social and cultural issues, security issues, hardware and software issues, administration issues, financial issues, language issues.

UNIT-IV

Global Scenario

1. **e-Governance in other countries**
2. **e-Governance in India**
3. **Rural e-Governance in India**

UNIT-V

1. **e-Panchayat's**
2. **e-Cooperative**
3. **GIS and Remote Sensing for Rural Infrastructure plan**
4. **e-Control**
5. **e-Reporting**
6. **e-Monitoring and Evaluation**

UNIT-I: Overview of CSR-Concept, Definition & Scope of Corporate Social Responsibility, Philanthropy and charity, Corporate Social Responsiveness, Corporate Social Performance, good corporate citizenship.

UNIT-II:

Corporate social responsibility and legal requirement, Companies Act 2013 and CSR Rules 2014, The CSR committee, expenditure on CSR, Corporate Governance and Good Corporate Governance , Corporate Social Responsibility in Indian context.

UNIT-III:

Social Accounting: Definition, objective, scope, contents, Indian scenario.
Social Audit: Definition, Approaches, objective and need.

UNIT-IV:

Corporate social reporting, reporting requirement under CSR Rules, corporate environment reporting, various methods of corporate social reporting in India and world.

UNIT-V:

Case studies on:

1. Indian company's case on corporate social responsibility
2. Multinational's case on corporate social responsibility
3. Case on corporate –NGO partnership on corporate social responsibility

References:-

1. Corporate Social Responsibility – NarkhedeParag– Prashant Publications.
2. Business Ethics & Values - Senthil Kumar- Himalaya Publications.
3. Business Ethics- Manisha Paliwal- New age International.

VALUE ADDITION AND RURAL MARKETING PRACTICE

MBA-RM-301

Credits-3(3+0)

OBJECTIVE:

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

UNIT-I

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

UNIT -II

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

UNIT-III

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

UNIT-IV

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

UNIT -V

Case study on 'multi-nationals in rural marketing'
Case study on 'NGOs in Rural Marketing'.
Case study on "Social Marketing"

Books:

1. Rural Marketing Mgt.: Raja Gopal (Discovery Publications)
2. Marketing Mgt: Philip Kilter
3. Marketing Mgt: T.N.Chhabra
4. Principles of Marketing: Armstrong & Kotler

MICRO FINANCE AND LIVELIHOOD PROMOTION

MBA-RM-302

Credits-3(3+0)

OBJECTIVE:

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

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

Livelihood Promotion:

Promoting Derivative, Micro credit, S.H.G., Fund arranging from various Promoters of livelihood, NABARD, SIDBI, DIC, Government scheme of livelihood generation.

SOCIAL ENGINEERING

MBA-RM-303

Credits-3(3+0)

UNIT-I

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

UNIT –II

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

UNIT-III

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

UNIT-IV

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

UNIT – V

Strategy for creating Social Engineering in India:

- **Cuttingedge Phase-1 (Next Five Years)**
- **Cuttingedge for Phase – 2 (Next Ten Years)**
- **Cutting edge for Phase – 3 (Next Fifteen years)**

NOTE: Lecture Cum student lead. Seminar method adopted in Unit 5

GIS & REMOTE SENSING BASED INFRASTRUCTURAL PLANNING

UNIT-I

- Definition and stages of remote sensing (RS) scope and application of remote sensing in various fields. Types of s
- Elementary Idea of: - Pixel
- electromagnetic radiation, electromagnetic spectrum with figure.
- Active and passive remote sensing system,
- Resolution, spatial, spectral, temporal, radio metric resolution.
- Remote sensing platforms.
- Remote sensing satellite data products.
- An elementary idea of

UNIT -II

- Map, types of map, scale, contours, longitude latitude, topographical maps of S.O.I, Toposheet, Degreesheet.
- Elements of Image Interpretation.
- Tone size, shape, texture, pattern and association, location, association, site, resolution.

UNIT -III

- Definition of watershed: why management on watershed bars,
- Principles of watershed- management,
- OBJECTIVES of watershed management,
- Components of watershed management
- Classification of watershed
- Survey and planning for watershed management
- Preparation of master plan for watershed management
- RS & GIS Application in Infrastructure Mapping, Planning and Management

UNIT-IV

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

UNIT-V

Crop Management: soil and moisture conservation measures, seeding, raw sparing and plant denary,

Weed management

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

Recommended Books:

- Introduction to remote sensing, Author-CAMPBELL, Publisher-Taylor & Francis Company
- Watershed Management by M.A. Khan, Publisher-Agrobioss, Jodhpur.
- Remote Sensing & GIS by Anjee Reddy, B.S. Publication, Hyderabad.
- Remote Sensing & Image Interpretation by Lillesend and Kiffer by John Wille & Sons. New York.
- Integrated watershed management by Rajesh Rajora. Rawat Publication, New Delhi.
- Practical Manual of Landuse/Landcover classification system by N.R.S.A. Deptt. Of Space Hyderabad.

MBA – RM II SEMESTER

PRACTICAL EXERCISE

80 Marks

20 Marks

(Remote sensing GIS and Watershed Management)

- A. Internet Application use in Computer lab/Physics Lab.**
- 1. Basics about Map features, Map Symbols.**
 - 2. Types of survey of India map Reading and Scale.**
 - 3. Remote sensing figure/Electro Magnetic Radiation/Electro Magnetic Spectrum with figure.**
 - 4. Stages in Remote Sensing.**
- B. Preparation of Drainage Pattern.**
- C. Base Map Concepts techniques and Design. (Type of different maps with respect to thematic maps
Types preparation), details of maps selections of symbols.**
- D. Satellite Data Image Interpretation. Prepration of LU/LC flow chart IInd and IIIrd level using SOI Toposheet and Satellite data.
Image interpretation key elements from (manual of National land use/land cover mapping using satellite imagery) colour (Tone). Charactersistics Texture, Pattern, sixe, shape, location, site, resolution, shadow, association, aspect, with example. 24 Plates. Study and appraisal card study of Nagpur, Hyderabad, New Delhi, Vishakhapatnam, Chitrakoot Area.**
- E. Image Characteristics for identification of LU/LC from satellite imagery (Plates, Appraisal card, Satellite data (IRS ID Geocoded Imagery, Pan+Liss III Merged data 63 C/16, and PAN Data of Chitrakoot area 63c/8 63D/9, 63D/13, 63H/8, 63H/15 using toposheet and ground water prospects maps, watersheet maps). District Resource planning Map. (Any Three).**
- F. Selection of Watershed Drainage pattern types, stream ordering identification, watershed and structures recharge structures study and their types.**
- G. Thematic Map preparation flow chart for wasteland LU/LC.**
- H. Land Use/LC Interpretation key using satellite remote sensing imagery.**

Practicals & Deskwork : Important for students

NOTE:All the student have to prepare their own practical Records with neat sketch, flow chart, example, field work, Appraisal card and satellite data study intrnet study (Stages in R.S. & components of GIS). All students have to complete their record's with the following figure chapter 5-1 page-118, 119, 120, 121, writing-Anjee Reddy Book.

1. Remote sensing electromegnatic spectrum Fig. 1.1, Kiffer book, Figure 1-3kiffer, Electromagnetic Radiation I FOV. Fig. 102, Fig. 5-2. Fig. 1010, kiffer book, Spectral reflectance curve (Spatial elements in GIS Anjee Reddy Book, 1-5 kiffer Page 23, Page 26.
2. Contours Representation, Hill, Vally, Basic, Mesa Plateau Butte, (Large scale and small scale map Page 78-Anjee Reddy, Highly dissected modified dissected area undissected area).
3. Figure of acrosstrack, Along track scanner system – Anjee Reddy, Kiffer book, campbell book.
4. Basics of elements of image interpretation (page 192-194, Kiffer) Page 14-17 manual of LU/LC classification and also from chart in manual for all 22-23 classes.
5. Visual Image interpretation key elements which is useful through stereoscopic study Topography, drainage pattern, drainage texture and density, erosion, image tone, vegetation and land use.
6. Study of bad land Topography, Karstopography, Erosional features. **Major Electives - 1**

UNIT-I

- 1.1 **What is sustainable Technology.
Sustainable V/s Locally Appropriate Technology
Appropriate V/s inappropriate Technology
Low Cost V/s No-Cost Technology**
- 1.2 **Definition, Criteria and Philosophy of sustainable Technology/appropriate Technology/traditional Technology/intermediate technology.**
- 1.3 **Prospect of Sustainable Rural Technologies.**

UNIT-II

- 2.1 **Role of Sustainable Technology in Sustainable Development, Social-Justice and Cultural Change.**
- 2.2 **Strategies for promotion and transfer of locally appropriate rural technologies.**
- 2.3 **Technical feasibility Analysis.**

UNIT-III

Selected Renewable Power generation technologies:

- **Bio-Gas Technology – Various models and capacity.**
- **Bio-Gas generator – Various models and capacity.**
- **Solar Cookers; Solar light, solar energy- based water pumps; - various-models and capacity.**
- **Aero-generators – Various models and capacity.**
- **Bio-fuels and extraction techniques.**
- **Gas fire – models and capacity.**
- **Smokeless Chulhas – capacity, Cost capacity**
- **Solar water, solar still.**

UNIT-IV

Selected Income-generation technologies:

- **Mini-Dairy: models capacity**
- **Storing Food at Home – models and capacity**
- **Storing vegetable and fruits – models and capacity.**
- **Home – soap Making: models and capacity**
- **Mini – Dal Mill : models and capacity**
- **Mini-Oil Extraction Plant: Models and capacity**
- **Processing of Saya Paneer – models and capacity**
- **Grading Packing technologies- Models cost and capacity**
- **Bee keeping – models and capacity**
- **Mushroom production technology – models, cost and capacity**
- **Squash making**
- **Jelly and Jam making**

UNIT-V

Sustainable Health and Sanitation Technology:

- **Water purification technology- model, cost and capacity**
- **Sanitation technology – models, capacity and cost.**
- **Multi purpose Health care, technologies- models, cost and capacity.**
- **Soak-pits**
- **NADEP COMPOST**

AGRI BUSINESS MANAGEMENT

UNIT-I

1.1 Soils and Crop Management:

Soil Testing and Fertilizer use

Integrated Plant Nutrition Management (IPNM)

-Integrated Pest Management (I.P.M.),

-Seed Production and Seed Technology

-Bio Composting: Nadep, C.P.P. Vermi-Compost, C.H.M. Heap Compost, P.S.B.Culture, Rhizobium Culture, B.G.A., Azotobactor,

-Bio Agents, Tricoderma, Viveria Vasiana, Trico cards, Neem cake, Pheromantrape,

1.2 Horticultural Crop Management: Advance Farming Systems:

Nursery Management, Machan Farming, Staking, Mushroom Cultivation, Post Harvest, Zero Energy Cool Chamber, Onion Storage, IPM & IPNM in major fruit and vegetable crops.

1.3 Animal Husbandry and Dairy Management:

1.4 Green Fodder, Urea Treatment of Straw, Beekeeping, Goatory UNIT, Milk Group, Hygenic Milk Production, Milk Cooperative.

UNIT -II

Agricultural Marketing:

2.1. Agri Marketing: Definition and Meaning, Marketing System, Importance of Agricultural Marketing, Advantages of Agri Marketing, Marketing Functions and Channels.

2.2 Classification of Marketing:

2.3 i. Regulated Markets,

ii. Co-operative Markets.

UNIT-III. Agri. Cooperatives.

1.1 Cooperation: Introduction, Meaning, Definition, Need and Importance, Principles, Development of Agricultural Co-operation and its Role and Importance and functions.

1.2 Structure of Cooperation in India: Kinds of cooperative societies and Self Help Groups, Farmers' Interest Group

1.3 Critical Analysis of Indian Cooperative Movement; Advantages of cooperative Movement, Weakness of Cooperative Movement, State Aid Control and Cooperative Movement, Efforts of Central Government for the Improvement of co- operative Sector

UNIT-IV

Agri Export

4.1 Concept of Export as Agri Business.

4.2 Agri Export Policy

4.3 Import Versus Export Value of cereals and other Agricultural Commodities

UNIT -V

Agri Business Management Case Studies.

Major Electives-1

LIVLIHOOD MANAGEMENT

MBA -RM-306-3

Credit 3 (2+1)

Unit-I:

Concept of Poverty, Problem of unemployment in India, Concept of livelihood – Types of livelihood – Primary Sector, Secondary Sector, Tertiary Sector, Livelihood Management differentiate between livelihood & Entrepreneurship, Generation of New Livelihood. Various programmes for Livelihood – a) Pre-independence b) Post independence

Unit-2: Interventions for Livelihood-

- (i) Identification of livelihood opportunities**
- (ii) Livelihood promotion- Strategies**
- (iii) Advanced livelihood promotion; Marketing, Financing Management.**
- (iv) New trend for improvement of livelihood, Micro credit, S.H.G., Promoters of livelihood, NABARD, SIDBI, DIC, Govt scheme of livelihood, generation.**

Unit-3: Agro-based livelihood – Various types of Agro-industries.

- (i) Non Agro based Livelihood – Service based Livelihood.**
- (ii) New trends in improved livelihood program. (SHG, Micro finance etc.)**
- (iii) Planning for new livelihood methods – Market Based, Resource Based.**

Unit-4:

Livelihood impact assessment – Monitoring and Evaluation

- a) Indicators of livelihood development**
- b) Tools for Sustainable Livelihood Development**

Unit-5:

Sources of Funding of Livelihood Activities.

**Case studies of one of the livelihood projects,
DPIP, NREGA, SGSY, MPRLP,
Allied new venture.**

PARTICIPATORY DEVELOPMENT PLANNING

MBA-RM-307-1

Credits-3(3+0)

OBJECTIVE:

1. To develop the vision of participatory development.
2. To impart training of participatory Techniques and tools.
3. To enhance the vision of development planning in the context of sustainable rural management

UNIT-I

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

UNIT-II

1. Development: meaning, definition and goal
2. Sustainable development: Strategies.

UNIT-III

planning: Meaning, definition, types and goal.

1. Sectoral v/s multi-level planning.
2. Concept of development planning.
3. Focus and measures of 5-year plans in India.

UNIT-IV

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

UNIT-V

Participatory Development Planning: Exercises.

REFERENCES:

1. Chopara Kanchan; Participatory Development: People and common-Property Resources; Sage Publication,' New Delhi.
2. Agrawala Rekha; Rural Project Management;
3. Chambers Rebert; P.R.A.
4. Mishra R.P.etc. Micro-level Rural Planning: Principles, Methods and case studies; Concept Publishing co., New Delhi.
5. Yugandhar B.N.; Readings in Decentralized Planning; Concept publishing co., New Delhi.

Major Electives-2
N.G.O. MANAGEMENT

MBA-RM-307-2

Credits-3(3+0)

UNIT-I

- Introduction of NGOs, V.O., C.G.O., G.O., N.G.Os.,
- History of Voluntary Action in India
- People's Movement and Development Action.

UNIT-II

- Phasage of NGO Movement,
- Types of NGOs
- Current Govt. Policy on NGOs involvement.

UNIT-III

Case Studies on NGOs Movement.

1. Chipko Movement.
2. Narmada Bachao Movement.
3. KSSP Movement.
4. Kundrakudi Movement.
5. Hamara Ghar Hamara Raj.
6. Feminist Movement.
7. Tehari Dam Movement.
8. Sariska Bachao Movement.
9. Ganga Bachao Movement.
10. Jal Jangal Jameen Andolen.
11. Bandhua Majdoor Andolan.

UNIT-IV

Management of N.G.O.

- Registration of NGO.
- FCRA.
- Income Tax Exemption 80 G.
- Financial Management.
- Annual Report Writing.
- FERRA.

UNIT-V

Project Management.

- Project Formulation
- Project Monitoring
- Training of NGO's Functions.
- Human Resource Management on NGO's
- Funding Agencies and their Format/Guidelines.

MICRO CREDIT MANAGEMENT

MBA-RM-307-3

Credits-3(3+0)

UNIT -I

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

UNIT-II

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

UNIT -III

Simple Accounting system for SHGs, Need & Importance of record-keeping of Financial Transictions, Nature and Objectives, Concepts, Conventions and Principles of accounting. Incomplete Accounting System. Double entry system, Journal, Ledger, Cash-book, Trial Balance, P&L A/c and Balance sheet.

UNIT -IV

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

UNIT-V

Concept of case study, Need, Importance, Types of cases Advantages & Limitations of Case Method study. Issues of case study, Preparation of successful case study on SHGs, NGos.

References:

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