

I - Semester

Paper Title: PRINCIPLES OF MANAGEMENT

Paper Code: MBA101

Work load: 3+2 hours per week **Credit Points:** 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objective: The primary focus of this course is to make students familiar with management principles and practices.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: INTRODUCTION TO MANAGEMENT

Concept, Nature, Importance; Management: Art and Science, Management as a Profession, Management Vs. Administration, Management Skills, Levels of Management, Evolution of Management: Contributions of Taylor, Fayol, Hawthorne Experiments, Social Systems Approach, Decision Theory Approach. Social Responsibility of Managers, managerial roles and skills

Unit II: PLANNING

Introduction to Functions of Management Planning: Nature, Scope, Objectives and Significance of Planning, Types of Planning, Process of planning, Barriers to effective planning, Planning premises and forecasting. Decision making: Concept, Nature, Importance, and Process. Types of decisions, Problems in decision making.

Unit III: ORGANISING

Concept of organisation, Theories of organisation, Organisational structure, Departmentalisation, Span of control, Authority and responsibility, Delegation of authority, Organisational design. Man power planning, Job design, Recruitment and selection, Training and development, Performance appraisal.

Unit IV: DIRECTING

Concept of direction and supervision. Principles of direction, Quality of work life. Process and models of leadership development. Contemporary views on leadership, Leadership styles and approaches.

Unit V: CONTROLLING AND COORDINATION

Definition, importance of controlling, Characteristics of control, Control process, Types of Control System, Essentials of good Control Systems, Techniques of Control, Budgetary and Non-Budgetary Control, Coordination: concept, importance, theories of coordination.

References:

1. Stoner, Freeman & Gilbert Jr - Management (Prentice Hall of India, 6th Edition)
2. Koontz Harold & Weihrich Heinz – Essentials of management (Tata Mc Graw

Hill, 5th edition 2008)

3. Robbins & Coulter - Management (Prentice Hall of India, 9th Edition)
4. Robbins S.P. and Decenzo David A. - Fundamentals of Management: Essential Concepts and Applications (Pearson Education, 6th Edition)
5. Wehrich Heinz and Koontz Harold - Management: A Global and Entrepreneurial Perspective (Mc Graw Hill, 12th Edition 2008)

Paper Title: ORGANISATIONAL BEHAVIOUR

Paper Code: MBA102

Work load: 3+2 hours per week Credit Points: 4

Evaluation: Continuous Internal Assessment – 25 marks

Semester End Examination – 75 marks

Objective: The primary focus of this course is to make students to understand the concepts of individual and group behavior in Organizations.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: Introduction

Meaning-Definitions and scope of organisational behaviour- people- Organisational structure-technology and environment- OB as a Behavioural science- Contributing Discipline to OB-Psychology-Sociology-social psychology-Anthropology- Political science, OB and Management-Comparative roles in organisation.

Unit II: Foundations of Individual Behaviour

Biological Characteristics-Age-Sex-Marital Status-Number of Dependents-Tenure-Ability-Intellectual Abilities- Physical Abilities- The Ability-Job fit personality- personality determinants-Personality Traits-Major Personality Attributes influencing OB-Matching personality and Jobs-learning – Theories of learning shaping-Values, attitudes, and Job satisfaction: Importance of Values-Sources of Value system- Sources and types of Attitudes. Stress management - Concept and Nature of Stress, sources of Managerial Stress stress and Personality.

Unit III: Motivation

The concept of Motivation-Early Theories of Motivation-Hierarchy of Needs theory-theory X and Theory Y-Hygiene theory-contemporary theories of motivation-ERG Theory-three needs theory-cognitive evaluation theory and others – case studies.

Unit IV: Foundation of group behaviour

Defining and classifying groups-group process-group tasks-cohesive groups-group dynamics-leadership-nature and importance-functions styles – communications: nature and types-effective communication-Roles of Formal and informal communication-Conflict management-The process of conflict-types of conflict-functional and dysfunctional conflict-resolution of conflict-case studies.

Unit V: Organisational Culture, Change, Development

Origin of organisational culture, levels of culture, subculture and counter culture, managing cultural communication. Forces of organisational change, the change process, types of change, steps in change management, the change agents, resistance to change, managing resistance, objective of OD programme, Basic OD assumptions, OD interventions.

References:

1. Organisational Behaviour - Fred Luthans
2. Organisation Theory and Behaviour - V S P Rao and PS Narayana
3. Organisational Behaviour – K. Aswathappa
4. Organizational Behavior, S. Robbins, PHI Publication
5. Organizational Behavior, Udai Pareek, Himalaya Publication
6. Organizational Behavior, Robbins, Judge & Vohra, Pearson

Paper Title: ACCOUNTING FOR MANAGERS

Paper Code: MBA103

Work load: 3+2 hours per week Credit Points: 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objective: The primary focus of this course is to enable students to understand accounting concepts and process.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

UNIT I: Introduction

Meaning , Definition : Forms of accounting and users of accounting information - Framework of accounting postulates - principles - conventions -concepts -procedures methods; accounting equations and types of accounts -rules of recording business transactions.

UNIT II: Preparation of Financial Statements

Preparation of journal, ledger, trial balance, income statement- Balance sheet and adjustment entries.

UNIT III: Ratio Analysis

Meaning and uses - study of liquidity ratios and leverage ratios - Study of profitability ratios and activity ratios -Meaning - uses and importance.

UNIT IV: Marginal Costing

Cost - Volume - Profit analysis- its assumption and calculation- managerial uses of break even analysis; - Budgetary control – preparation of cash budget, flexible budget, sales budget and production budget.

UNIT V: Standard Costing

Meaning and uses of standard costing-procedure of setting standards- variance analysis, overall cost variance- material variance, labour variance and overhead variance- material price variance- material usage variance, material yield variance- material mix variance -labour cost and time variance- labour mix and yield variance - overhead volume and expenditure variance.

References:

1. Narayanswami - Financial Accounting: A Managerial Perspective (PHI, 2nd Edition).
2. Mukherjee - Financial Accounting for Management (TMH, 1st Edition).
3. Ramchandran & Kakani - Financial Accounting for Management (TMH, 2nd Edition).
4. Ghosh T P - Accounting and Finance for Managers (Taxman, 1st Edition).
5. Maheshwari S.N & Maheshwari S K – An Introduction to Accountancy (Vikas, 9th Edition).
6. Ashish K. Bhattacharya- Essentials of Financial Accounting (PHI, New Delhi).
7. Ghosh T.P- Financial Accounting for Managers (Taxman, 3rd Edition).
8. Maheshwari S.N & Maheshwari S K – A text book of Accounting for Management (Vikas, 1st Edition).
9. Gupta Ambrish- Financial Accounting for Management (Pearson Education, 2nd Edition).
10. Chowdhary Anil - Fundamentals of Accounting and Financial Analysis (Pearson Education, 1st Edition).

Paper Title: QUANTITATIVE TECHNIQUES

Paper Code: MBA104

Work load: 3+2 hours per week **Credit Points:** 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objective: The primary focus of this course is to enable students to understand applications of statistics for managerial decision making.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: Introduction

Statistics – Definition , Importance and Scope in Managerial Decision Making, Collection of Data - Primary Data and Secondary Data, Measures of Central Tendency -Arithmetic Mean, Median and Mode, Measures of dispersion: Range, Mean Deviation, Standard Deviation, Coefficient of Variation.

Unit II: Correlation and Regression:

Concepts, Scatter Diagram, Coefficient of Correlation Karl Pearson's and Spearman's Rank Correlation, Regression Analysis - Regression Lines and Regression Coefficient. Business Forecasting- Methods of Forecasting,

Unit III: Probability:

Meaning, terminology, types and rules. Random variables and use of expected value in decision making. Binomial, Poisson and Normal probability distributions- their characteristics and applications in business decisions.

Unit IV: Testing of hypothesis:

Testing of hypothesis, Type I and II errors. Tests of significance based on normal distribution, Student's t test, F distribution and Chi - Square distribution, large sample theory.

Unit V: Linear programming:

Linear programming and applications, optimization and decision making, concepts in decision making, Mathematical basis underlying optimization model, Introduction to linear programming, simplex method, concept of simplex method, solving profit maximization and cost minimization problem, Transportation model, integer programming

References:

1. Wonnacott and Wonnacott: "Statistics for Business and Economics" Wiley Publications.
2. Wonnacott and Wonnacott: "Econometrics" Wiley Publications.
3. Sanchetti and Kapoor: "Statistics".
4. Morris Hamber: "Statistical Analysis for Decision Making".

5. Richard Livin and David Robin: "Statistics for Management".
6. S.P.Gupta "Business Statistics", S-Chand Publications.

Paper Title: BUSINESS COMMUNICATION

Paper Code: MBA105

Work load: 3+2 hours per week **Credit Points:** 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objective: The primary focus of this course is to enable students to understand concepts and importance of communication in organization.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: Introduction

Meaning, Role of Communication in Business – Objective of Communication – The Process of Human Communication – Media of Communication, Written Communication - Oral Communication - Visual Communication, Audio Visual Communication – Silence-Developing Listening Skills – Improving Non-verbal communication skills – Cross Cultural Communication – problems and challenges.

Unit II: Managing Organization Communication

Managing Organization Communication – formal and Informal Communication - Intrapersonal Communication – Models for Inter Personal Communication - Exchange Theory.

Unit III: Inter-personal Communication

Managing Motivation to Influence Interpersonal Communication- Inter-Personal communication – Role of Emotion in Inter Personal Communication – Communication Styles – Barriers to Communication – Gateways to Effective Interpersonal Communication.

Unit IV: Business Writing Skills

Significance of Business Correspondence, Essentials of Effective Business Correspondence, Business Letter and Forms, Meeting, Telephone Communication – Use of Technology in Business Communication. Report Writing – Meaning and Significance: Structure of Reports - Negative, Persuasive and Special Reporting: Informal Report – Proposals. Formal Reports.

Unit V: Communication Skills

Presentation skills – techniques of presentation – types of presentation – Video Conferencing and formats – interview – formal and informal – interview Techniques – Communication etiquettes.

References:

1. Mallika Nawal: "Business Communication".
2. Kuberudu B and Srinivasa Krishna K: "Business Communication and Soft Skills".
3. Meenakshi Rama: "Business Communication".

4. C.S.G. Krishnamacharyulu and Dr. Lalitha Ramakrishnan, Business Communication.
5. Paul Turner: "Organisational Communication".
6. SathyaSwaroopDebasish, Bhagaban Das "Business Communication".

II – Semester

Paper Title: FINANCIAL MANAGEMENT

Paper Code: MBA201

Work load: 3+2 hours per week **Credit Points:** 4

Evaluation: Continuous Internal Assessment – 25 marks

Semester End Examination – 75 marks

Objective: The primary focus of this course is to make students to understand concepts of financial management and its applications.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

UNIT I: Introduction

Introduction to financial management, objectives functions, interface of financial management with other functional areas;

UNIT II: Capital structure

Capital structure- introduction, factors affecting capital structure, features of an optimal capital structure, capital structure theories; sources of long term finance capital-equity capital and preference capital, debenture, term loans and deferred credit and hire purchase.

UNIT III: Working capital

Working capital- determinants of the size of working capital the composition of working capital; managing working capital conservative vs. aggressive policies, static vs. dynamic view of working capital, operating cycle, approach to working capital, inventory management, receivable management and cash management and cash management,

UNIT IV: Capital expenditure decisions

Capital expenditure decisions- process of capital budgeting, basic principles in estimating costs and benefits of investments, appraisal criteria -payback period, average rate of return; net present value, benefit cost ratio, internal rate of return, annual capital charge.

UNIT V: Agri-business financing system in India

Agri-business financing system in India -(a) Financial markets, money and capital markets (b) regional and all India financial institutions: commercial banks, regional rural banks, NABARD, AFC, Cooperatives' (NCDC and other institutes) Agro-Industries (Corporation, IDBI, IFCI, ICICI, SFCs, SIDCs, (c) investment institution: LIC,GIC, un, mutual funds commercial bank, non banking financial companies

References:

1. Pandey I M - Financial Management (Vikas, 2004, 9th Ed.)
2. Van Horne - Financial Management and Policy (Pearson Education, 2003, 12th Ed.)

3. Knott G - Financial Management (Palgrave, 2004)
4. Khan and Jain - Financial Management (Tata McGraw Hill, 3rd Ed.)
5. Prasanna Chandra - Fundamentals of Financial Management (TMH, 2004)
6. R P Rustagi - Financial Management (Galgotia, 2000, 2nd revised ed.)
7. Lawrence J. Gitman - Principles of Managerial Finance (Pearson Education, 2004)
8. Ravi M. Kishor - Financial Management (Taxmann, 1st Ed.).
9. Damodaran – Corporate Finance – Theory & Practice (Wiley, 1st Ed.)

Paper Title: BUSINESS LAWS

Paper Code: MBA202

Work load: 3+2 hours per week **Credit Points:** 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objective: The primary focus of this course is to make students to understand some of the business laws.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

UNIT I: Contract Act, 1872

Definition of a Contract and its essentials, Formation of a valid Contract - Offer and Acceptance, Consideration, Capacity to Contract, Free consent, Legality of object, Discharge of a Contract by performance, Impossibility and Frustration, Breach, Damages for breach of a contract, Quasi contracts, Contract of Indemnity and Guarantee, Bailment and Pledge, Agency.

UNIT II: Partnership Act, 1932

Definition of Partnership and its essentials, Rights and Duties of Partners : Types of Partners, Minor as a partner, Doctrine of Implied Authority, Registration of Firms, Dissolution of firms. Sale of Good Act, 1930 Definition of a Contract of Sale, Conditions and Warranties, Passing of Property, Right of Unpaid Seller against the Goods, Remedies for Breach.

UNIT III: Negotiable Instrument Act, 1881

Definition and characteristics, Kinds of negotiable instruments, Promissory Note, Bill of Exchange and Cheques, Holder and Holder in due course, Negotiation, Presentment, Discharge from Liability, Noting and Protest, resumption, Crossing of Cheques, Bouncing of Cheques. Companies Act, 1956 Nature and Definition of a Company, Registration and Incorporation, Memorandum of Association, Articles of Association, Prospectus, Kinds of Companies, Directors: Their powers and duties, Meetings, Winding up.

UNIT IV: Consumer Protection Act, 1986

Aims and Objects of the Act, Redressal Machinery under the act, Procedure for complaints under the act, Remedies, Appeals, Enforcement of orders and Penalties.

UNIT V: The Information Technology Act, 2000

Definition, Digital Signature, Electronic Governance, Attribution, Acknowledgment and Dispatch of Electronic Records, Sense Electronic Records and Sense Digital Signatures, Regulation of Certifying Authorities, Digital Signature Certificates, Duties of Subscribers, Penalties and Offences.

References:

1. Gulshan J.J. - Business Law Including Company Law (New Age International Publisher, 13th Edition)

2. Kuchhal M.C. - Business Law (Vikas Publication, 4th Edition)
3. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7th Edition).
4. Relevant Bare Acts

Paper Title: ECONOMICS FOR RURAL AND TRIBAL MANAGEMENT

Paper Code: MBA203

Work load: 3+2 hours per week Credit Points: 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objectives:

- Understand the economic fundamentals as an aid to management decision making under given environment.
- Apply the concepts of Economics to rural and tribal business situations.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: Introduction

Definition, Nature and Scope of Managerial Economics; Concepts of Managerial Economics; Types of Business Organization - Proprietary Firms, Partnership Firms, Joint Stock Companies, Public Sector Undertakings, Cooperative Societies, Non-profit Organizations; Organizational Goals - Profit Maximization, Sales Maximization, Satisfying Theory - Enhancing Value of the Firm and its Goals; Managerial Economics in the Context of Rural and Tribal Development.

Unit II: Demand Analysis

Determinants of Individual and Market Demand; Law of Demand; Elasticity of Demand - Measurement and its use; Demand Forecasting - Techniques of Demand Forecasting; Creating Demand and Forecasting Demand for of Folk Products and Services.

Unit III: Production and Cost Analysis

Production Function; Law of Variable Proportions; Iso-quants and Least Cost Combination of Inputs; Law of Supply; Costs and Cost Functions - Short Terms Costs and Their use on Decision Making; Determinants of Costs; - Break Even Analysis – Estimation and Forecasting of Cost; Applications for Folk Products and Services.

Unit IV: Pricing and Profit Management Decisions

Pricing decisions under different market forms like perfect competition, monopoly, oligopoly- Pricing Methods - Pricing in Public Sector Undertakings and Cooperative societies; Pricing of Folk Products and Services; Market Imperfections in Folk Products and Services; Concept of Risk and Uncertainty; Theories of Profit Planning and Management; Capital Budgeting

Unit V: Macro Economic Context

National Income – Concept and Measurement, GNP and GDP; Phases of Business Cycle; Inflation – Meaning, Causes and Measurement; Fiscal Policy – Budget Deficit and Debt – Government Budgetary Policy; Monetary Policy – Instruments of Monetary Policy; Meaning of Balance of Payment

References:

1. Ahuja, H.L., *Managerial Economics – Analysis of Managerial Decision Making*, S.Chand and Company Ltd., New Delhi, 2007.
2. Baumol, William. J, *Economic Theory and Operations Analysis*, Prentice Hall, London, 1973.
3. Dean Joel, *Managerial Economics*, Prentice Hall, Delhi, 1951.
4. Gary Cokins, '*Performance Management: Integrating Strategy Execution, Methodologies, Risk, and Analytics*', 2009.
5. Hague,D.C., *Managerial Economics – Analysis for Business Decisions*, Longswan, London, 1969.
6. Haynes, W.W., and Henry, W.R., *Managerial Economics: Analysis and Cases*, Business Publication, Davas, 1974.
7. Ivan Png and Dale Lehman, '*Managerial Economics - 3rd Edition*', 2007.
8. James R. McGuigan, R. Charles Moyer, and Frererick H. deb. Harris, '*Managerial Economics: Applications, Strategies, and Tactics - 11th Edition*', 2007.
9. Jhingan, M.L., and Stephen, J.K., *Managerial Economics*, Vrinda Publications (P) Ltd., New Delhi, 2006.
10. K.K. Dewett – *Modern Economic Theory: Micro and Macro Analysis* – Orient Book Distributors, New Delhi.
11. Michael Baye, '*Managerial Economics and Business Strategy*', 2007.
12. Nemmers, Erwin Esses, *Managerial Economics, Text and Cases*, John b & sons, New York, 1967.
13. P.L. Mehta – *Managerial Economics Analysis, Problems and Cases* – Sultan Chand & Sons, New Delhi.
14. V.L. Mote – *Managerial Economics* – Tata McGraw Hill, India, New Delhi.
15. Varian, H.R. *Intermediate Microeconomics*, Norton, New York, 1993.
16. Varshney R.L., and Maheshwari K.L., *Managerial Economics*, Sultan Chand and Sons, New Delhi, 2006.

Paper Title: INDIAN RURAL ECONOMY AND SOCIETY

Paper Code: MBA204

Work load: 3+2 hours per week Credit Points: 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objectives:

- To understand the basic socio-economic and political fabric of Indian rural areas
- To assess the problems of rural areas and government policy towards the same
- To identify the business prospects in rural areas

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: Introduction to Rural Society

Identification of Rural Areas; Characteristics of Indian Rural Society; Indian Rural Social Structure: Joint Family (rural), Kinship, Caste System, Caste Panchayat, Jajmani System, Marriage, Religion; Social differentiation and Exclusion in rural society.

Unit II: Rural Demography

Size and growth of Population in India; Age and Sex Composition; Literacy and Work participation; Population policy; Rural Work Force; Problems of Unemployment and Underemployment in Rural Areas; Concept of poverty line; Incidence of Rural Poverty; Measures of rural poverty; Headcount, Human poverty, Multidimensional Poverty.

Unit III: Rural Economic Structure

Land Tenure and Ownership; Trends in Size of holdings; Tenancy and Land Reforms; Rural Non-farm Employment-Trends and Patterns; Rural Industries; Rural Service Sector; Meaning and Approaches to Rural and Tribal Development in India

Unit IV: Rural Institutions

Role of institutions in rural development – Panchayat Raj Institutions, other local bodies such as Cooperatives, Microfinance Institutions, NGOs, JFM, SDMC, VSHCs, organizations of farmers and rural people

Unit V: Emerging Issues in Rural Development

Inclusive Growth Agenda; Agrarian Crisis and Farmer Suicides - Causes and Policy Approach; Rural Livelihood Promotion Strategies; Migration – Extent, Causes and Impact; Quality of Rural Population – Skills and Health aspects; ICT and Rural Development; Features of Emerging Rural Business; Rural reconstruction and Rejuvenation.

References:

1. Abraham M. F, *Modern Sociological Theory*, OUP, New Delhi, 1990
2. Bagchi, Amia Kumar (1982), 'The political economy of under development',

London, Cambridge University press.

3. Das, Veena, *Critical Events, An Anthropological Perspective on Contemporary India*, Oxford University Press, New Delhi, 1995.
4. Desai, A.R. (Ed). *Introduction of Rural Sociology in India*.
5. Epstein, Scarlet T (1962), '*Economic development and social change in South India*', Manchester University Press.
6. Ghosh, B N '*Political Economy of Rural Poverty in India*', New Delhi: Deep and Deep Publications, 1990
7. Hoselity, Bert F (1960), '*Sociological aspects of economic Growth*', New York, The Free Press.
8. Jain L.C. (1985), '*Grass without roots*', Sage Publications, New Delhi.
9. Lynn Smith J. (1953), '*The Sociology of rural life*', Harper and Brothers, New York.
10. Mamoria, C.B.: *Indian Social Problems* Kitab Mahal, New Delhi
11. Ravidranath N H and others (ed), '*JFM and CommUnity Forestry in India*', New Delhi: OUP, 2000
12. Shah Ghanshyam, *Social Movements and the State*, Sage Publications, New Delhi, 2002.
13. Singh, Katar (2009), '*Rural Development – Principles, Policies and Management*', New Delhi: Sage, 2009
14. Vivek P. S, *Sociological Perspectives and Indian Sociology*, Himalaya Publishing House, Mumbai, 2002.

Paper Title: METHODOLOGY FOR RURAL AND TRIBAL RESEARCH

Paper Code: MBA205

Work load: 3+2 hours per week Credit Points: 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objective: The primary focus of this course is to enable students to understand research methodologies and applications.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: INTRODUCTION TO RESEARCH

Meaning of research, need for research, types of research, differences between general and rural research, relation between ideas and power, ideas and decision making.

Unit II: PROBLEM AND HYPOTHESIS FORMULATION

Role of hypothesis in research and rural research, Hypothesis formulation, Causal analysis framework, Understanding Cause and effect, Preparing a research proposal - identifying a problem of research, problematizing - critically examining already existing body of knowledge on the problem, raising research questions, converting research questions into research objectives.

Unit III: FIELD WORK AND DATA COLLECTION

Sources of data – primary and secondary, survey, sampling- probability and non-probability sampling methods, methods of primary data collection – questionnaire, interview, case study, group discussion, observation, advantages of participant observation in folk / rural/ tribal research, factors to be considered while framing questions, organizing group discussions, conducting interview and making observations

Unit IV: DATA PROCESSING AND ANALYSIS

Qualitative data processing and quantitative data processing, application of computer for data processing – MS Excel, SPSS, application of statistical tools – mean, median, mode, correlation, tests, data analysis – univariate analysis, bivariate analysis, comparative analysis, historical analysis

Unit V: RESEARCH REPORTING

Introducing the problem, contextualizing the research problem, narrating the region of study, chapters on research objectives, methodology, results, discussion, summary, policy implications, conclusion, endnote, footnote, bibliography, quoting, presenting tables and charts

References

1. John Adams, 'Research Methods for Graduate Business and Social Sciences Students', New Delhi: Response Books, 2007.
2. Kultar Singh, '*Quantitative Social Research Methods*', New Delhi: Sage

Publications, 2007.

3. Robert Ferber, '*Research Methods in Economics and Business*', New York: Macmillan, 1962.
4. Uma Sekaran, '*Research Methods for Business*', New Delhi: Wiley India Pvt. Ltd., 2006.
5. Israel D, '*Data Analysis in Business Research*', New Delhi: Response Books, 2008.
6. Kothari C R, '*Quantitative Techniques*', New Delhi: Vikas Publishing House, 1978.
7. Kumar, '*Methods and Techniques of Social Research*', Agra: Laxminarayan Agarwal, 2002.
8. Adrean Holiday, '*Doing and Writing Qualitative Research*', New Delhi: Sage, 1998.
9. Walter Fernandes and Philip Vagus, '*Participatory and Conventional Research methodologies*', New Delhi: Indian Social Institute, 1985.
10. Miller SE, Craig Shinn and WR Bengley, Rural resource management: problem solving for the long term, Iowa State University Press, Ames, Iowa, 1994.

Title: SUMMER IN-PLANT PROJECT [SIP]

Paper Code: MBA206

Work load: 3+2 hours per week Credit Points: 4

Evaluation: Project Report- 75 marks
Project Viva- 25 marks

Preamble:

The Summer In-plant Project (SIP) is a fully practical oriented course which has been designed to give students in depth knowledge about organization/industry/business. Summer In-plant Training (SIT) is designed at the end of first year, where in student would have studied the foundation courses in management and will have more scope to apply knowledge. In this subject, wherein he will be encouraged to explore concepts already dealt in the class and understand its application in the field. The student while carrying summer in-plant training Project is more focused and would be getting continuous guidance from the external as well as internal experts. The following note presents the broad guidelines of the Project.

PROCESS / GUIDELINES:

- 1) Each student will select an organization of his/ her choice and a project in his/her area of interest. Or institute will depute the students to various organizations looking at their area of interest.
- 2) In case the student makes the choice of the organization, it has to be made in consultation with the Institute. The Institute for this purpose should assign an internal faculty member who will act as the mentor throughout the Project. The assignment of mentor and choice of organization should be made on or before the II semester exams.
- 3) The study conducted by the student will be a full time effort where he/she is required to attend the Industry or business everyday for all seven days in a week or as per industry/ organization's rule. The industry expert will act as the External guide and the student is required to submit attendance details every week to the institute.
- 4) The proposal for the Summer Project or title of the project should be submitted to the Institute, which will ensure the registration of students for Project. Students should prepare these proposals in consultation with the Internal and External Guide.
- 5) Students should send Joining Report on the first day of the joining which should be duly signed by the external guide.
- 6) Student should also send weekly report/s every week keeping posted about the work –in – progress with regard to project to the institute. Each student should send 8 weekly reports without fail.
- 7) The format for the proposal or deciding about project title is as given below:
 - Title of the study
 - Need for the study (Stress on Need for study-current trends in the area)
 - A review of earlier research studies conducted

- Objectives of the study
 - Methodology
 - Proposed outcomes and benefits of the study
- 8) There will be eight weeks for the completion of the concerned proposal. Late submissions should not be entertained. A soft copy on a CD of all reports is to be submitted to Department of MBA, KJVV on or before the submission date.
 - 9) There shall be 2 copies of project reports along with a CD to be submitted by each student to the department.
 - 10) There will be a project viva-voce conducted by Karnataka Jaanapada Vishwavidyalaya.

Deliverables:

The students are required to deliver the following Deliverables without any concessions as per the dates mentioned in the above process.

- 1) Joining Report and deciding project title/ proposal
- 2) Submission of project report (Soft copy (CD)+ Hard copy- 2no.s /Project)
- 3) Presentation (for organization and the Institute)
- 4) Presentation for Viva-voce examination to be conducted by KJVV.
- 5) Student to present 1 copy to the organization and get the Certificate.

Format for Project Reports

The format for the Major Concurrent Project reports should be in the following manner.

- Executive Summary
- Introduction of the study
- About the organization – Brief
- Objectives
- Analysis and Findings
- Discussion
- Conclusion
- References

In certain cases, students may change the format in consultation with his mentor and the External Guide. Enough care should be taken that the Project report focuses the study undertaken by the student and its findings. The report should contain minimum 75 pages with the following styles:

- i) A-4 size paper (Executive Bond)
- ii) MS Word style with Times New Roman Font
- iii) Font size -12 for Text and 14 for headings
- iv) Paper settings with 1 inch margins on all the four sides.

III - Semester

Paper Title: INDIAN RURAL AND TRIBAL SOCIETY

Paper Code: MBA301 Contact Hours: 60 Hrs

Work load: 3+2 hours per week Credit Points: 4

Evaluation: Continuous Internal Assessment – 25 marks

Semester End Examination – 75 marks

Objective: The primary focus of this course is to enable students to understand Indian Rural and Tribal Society.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: Nature and Scope of Rural and Tribal Society:

Basic concepts: Society, Culture, Community, Group, Institution, Status and Role- Concept and Definition of Tribe. Concept and definition of Rural Society. Definition, Meaning and Characteristics of Race, Tribe, Caste and Community. Structure and Organization of Tribe: Tribe, Moiety, (Tribal part) Phratry (Sub Tribal Group), Sib (Blood Relative), Clan-(Kul Vasha, Gotra) and Lineage (vashavali, pilige, Santati, Manetan, vansha parampare). Emergence and Characteristics of Rural Society: Structure of Rural Society. Social Stratification and Rural Society in India: Origin and Theories of Caste- Caste in Modern India.

1. Moiety, (Tribal part)
2. Phratry (Sub Tribal Group)
3. Sib (Blood Relative)
4. Clan-(Kul Vasha, Gotra)
5. Lineage (vashavali, pilige, Santati, Manetan, vansha parampare)

Unit II: Rural Life in India:

Introduction to Rural Social Structure and village Society, Socio-economic and political organisation of Rural society; Modes of production and agrarian relations, Jajmani relations. Rural-Urban Continuum. Traditional system of cultivation, land tenure and land reforms, habitat and settlement patterns. Family, caste, religion, habitat and settlements: Family-Types of Family, joint family system and rural society- impact of industrialisation, urbanisation, modernisation and globalization. Marriage: Types of Marriage – marriage payments – marriage stability- marriage in the industrial and globalised scenario. Religion: monotheism, polytheism, myth and ritual; Religion and caste and religious practices, sanskritization, westernisation, modernisation, Little and Great Traditions, Sacred complex.

Unit III: Tribal Life in India:

Demographic and Geographic aspects of Tribes in India. Linguistic Classification and Racial Classification. Social, Economic and political organisation of tribes: Nomads, Semi Nomads, Denitrified tribes, Hunter gathers, Pastoralists and Agriculturists. Marriage, Family and Kinship among the tribes Definitions of Marriage

and Family - Types of Marriage and Family- Feminist perspective on marriage and family – marriage rules and patterns of marriage – marriage of payments. Kinship and social Structure, Descent and residence rules – inheritance and succession, Kinship behaviours, Kin terminological systems. Religion and magic: definitions – ritual and myth, animism - Animatism, shamanism and religious specialists.

Unit IV: Rural Development in India:

Concept of Rural development; Basic elements of rural development – problems of rural society: Feudalism and poverty, unemployment, underemployment, migration, agrarian crisis, farmers' suicide. Paradigm of rural development: Gandhian Paradigm, Marxist Paradigm and western paradigm.

History of Rural Development in India, community development programme, Area Approach Programmes (IADP, IAAP, HADP, TADP, DPAP) Target Group Approach Programme (SFDA, MFDA, DWCRA, MNP, Antyodaya, DDRJRY, NREP).

Current Rural Development Programmes: NREGP, LKP, MNREGA and other programmes periodically launched; Dilemmas in Development: Rural vs urban Development. Agricultural vs Industrial capital vs labour dogma: autonomous vs induced, barriers to development- social, cultural, economic, political, attitudinal and behavioural.

Rural Development Administration: Administrative and Panchayat Raj System, Role of VOS, NGOs. Globalisation and Rural Development.

Unit V : Tribal Development in India:

History of Tribal Administration: Development of Tribal Policy– Constitutional provisions relating to Scheduled areas and Scheduled Tribes, Approach to Tribal Development, Contributions from applied anthropology and action Anthropology. Tribal problems and Welfare measures: Forests and Forest policies and impact on Tribes shifting cultivation and land alienation, agriculture, health and sanitation, nutrition, crime, indebtedness, education, bonded labour, impact of urbanisation, modernisation and globalisation, tribal rights, intellectual property rights. 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), Tribes and ethnic conflicts, language issues.

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Paper Title: ALTERNATIVES FOR RURAL AND TRIBAL DEVELOPMENT

Paper Code: MBA302 Contact Hours: 60 Hrs

Work load: 3+2 hours per week Credit Points: 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objective: The primary focus of this course will be to analyze Rural Markets, and models. This course will also provide an understanding of Rural Markets and its role in the Economic development.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

UNIT I: MODERN DEVELOPMENT

Meaning, definition and objectives of development, types of development-human development, sustainable development, alternative development, endogenous development, causes of development and underdevelopment, marginalization, social exclusion and inclusive development

Unit II: IDEOLOGY OF MODERN DEVELOPMENT

Post modernism, Globalization and Liberalization, Consumerism, Neo-Capitalism

Unit III: THE DEVELOPMENTAL CONCEPT OF GRAM SWARAJ

Development of villages through agriculture and allied activities, Khadi and village industries, cooperative system of production and distribution, Gandhi on Land Reforms, Village panchayats.

Unit IV: DEVELOPMENTAL CONCEPT OF UPLIFTMENT

Modern development aims at homogeneity of culture, where as the concept of upliftment aims at heterogeneity in development, Each text of culture gets its own varied text according to different context.

Unit V: PROBLEMS AND PROSPECTS OF DEVELOPMENT IN CASTE SOCIETY

Indian villages are caste societies, all systems-social, political, economic etc are completely based on caste hierarchy, any kind of developmental activities are positively or negatively affected by the respective caste system

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4. Sugata Bose and Ayesha Jalal (ed), Nationalism, Democracy and Development, New Delhi: OUP, 2008.

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13. Emile Durkheim, 1995, '*Elementary Forms of religious Life*', by Tr. Karen E Fields, New York, Free Press.

Paper Title: RURAL AND TRIBAL HRD

Paper Code: MBA303

Work load: 3+2 hours per week **Credit Points:** 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objective: The primary focus of this course is to make students to understand rural human resource and develop skills for rural HRD.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: Introduction to Human Resource Development

Evolution of HRD, Relevance of HRD, Challenges faced by HRD, Human Resource Functions, Systems Model of HRD Functions, The Indian Scenario.

Unit II: Manpower Planning

Human Resource Planning, Steps in HRP, Succession planning, recruitment and selection, training and career development, training administration, training needs analysis, job analysis - job description and job specifications.

Unit III: Compensation, Benefits and Performance Management

Principles of wage determination; salary structure, grades, range, overtime payments; job evaluation, purpose, methods and procedure; wage policies and regulations in India, performance management.

Unit IV: Industrial Relations

Industrial relations machinery; preventive and settlement machinery; discipline in industry; grievance and the procedure for the redressal of grievance; Roles, rights and responsibilities of trade union; collective bargaining; worker's participation in management.

Unit V: Employee Welfare Services and Security

Quality of work life; health and safety, employee assistance programmers; voluntary welfare schemes for education; recreation, housing, medical services; an outline of social security measure, Conditions of rural labour.

Reference books

1. Monoppa & Saiyadain, Personnel Management, Tata McGraw Hill, New Delhi.
2. Patnayak, Biswajeet, Human Resource Management, ed. iii, 2006, P.H., New Delhi.
3. T.V. Rao and Raju Rao, (ed) 360 degree Feedback and Performance Management System, Vol. I, ed. ii, 2003, Excel Books.
4. Gar Dessler, Human Resource Management, ed. x, 2006, Pearson Education New Delhi.

5. Strauss & Sayles, Personnel Problems of Management, Prentice Hall of India.
6. Pramod Verma, Management of Industrial Relations, Vora Prakashan, Ahmedabad.
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Paper Title: RURAL AND TRIBAL NATURAL RESOURCE MANAGEMENT

Paper Code: MBA304

Work load: 3+2 hours per week **Credit Points:** 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objective: To create awareness about the natural resources management that has been continuing in rural and tribal societies in Karnataka and what are the positive prospects and shortcomings of the management.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: INTRODUCTION TO NATURAL RESOURCE MANAGEMENT

Meaning and definition. Natural resource as the base of culture. Nature and culture are always in opposition. Here comes the importance of environment management.

Unit II: LAND MANAGEMENT

The concept of right over land, Right over land and the time concept, Functional right over land to various sectors of the society, Implication of modern development and real estate on the concept of traditional right over land.

Unit III: WATER MANAGEMENT

Traditional resources of water-rivers, lakes, tanks, wells, rain water harvesting. Traditional right over these resources and management. Water distribution-management of water distribution. Traditional methods of preventing water pollution.

Unit IV: MANAGEMENT OF NATURAL PRODUCES

Traditional way of collecting natural produces among rural and tribal communities. Sharing of collected natural produces among people. Traditional way of marketing among rural and tribal communities.

Unit V: ENVIRONMENT MANAGEMENT AND MODERN DEVELOPMENT

The concept of environment among rural and tribal communities, implications of modern development on natural resources management.

References

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2. Shakuntala Devi, Environment and Rural Development, New Delhi: Sarup and Sons, 2006.
3. K K Singh (ed), Environmental Planning for Rural Development, New Delhi: Sarup and Sons, 2001.
4. Promila Kadim, Rural Energy for Sustainable Development, New Delhi: Deep and Deep Publications, 2003.
5. SSP Sharma, Agricultural Growth, Rural Poverty and Environmental

Degradation, New Delhi: Serials Publications, 2009.

Paper Title: INSTITUTIONS FOR RURAL AND TRIBAL DEVELOPMENT

Paper Code: MBA305

Work load: 3+2 hours per week **Credit Points:** 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objective: The primary focus of this course is to make students to understand the institutional mechanism for rural and tribal development.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: Origin, meaning, types of Rural and Tribal Social Institutions. Family, Marriage, Caste, Tribe, Community, Religion, Cultural institution, Hamlet, village Organisations

Unit II: Special Component Plan (SCP) and Tribal Sub Plan (TSP), DNT (Denotified and Nomadic Tribes) Programs: Rural, Tribal and DNT Development

Unit III: Government Institutions: Gram/Taluk/Zilla Panchayat etc - Rural and Tribal Development

Unit IV: Private Institutions: NGOs - Rural and Tribal Development

Unit V: State/ Central Government Policy and Planning: Rural and Tribal Development

Reference

- 1.Andre Beteille, 1965, Caste, Class and Power, Pali Sorniya University Press.
- 2.Baden Powell B H, 1872, The Indian Village Community.
- 3.David K, 1948, Human Society, New York: The Macmillan Co.
- 4.David Lewis and Nazneen Kanji, 'Non-Government Organisations and Development', Routledge. New York, 2009.
- 5.Desai A R, 1978, Rural Sociology in India, Bombay: Popular Prakashana.
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- 7.Ghurry, G S, 1969, Caste and Race in India, Bombay: Popular Prakashana.
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- 10.Hurron, J H, 2006, Caste in India, Bombay: Oxford University Press.
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16. Srinivas M N, India's Villages, 1960, Bombay: Media Promoters and Publishers Private Ltd.
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Paper Title: TRADITIONAL KNOWLEDGE MANAGEMENT

Paper Code: MBA306

Work load: 3+2 hours per week Credit Points: 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objective: To make an understanding on what is traditional knowledge and technology and what are the traditional practices that have been existing in management of traditional knowledge. To analyze the contemporary challenges traditional knowledge faces.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: INTRODUCTION TO TRADITIONAL KNOWLEDGE

Tradition: Concept, meaning and definition, Knowledge: Concept, meaning, definition, Types of traditions: Local, Indigenous, Native, Regional, National Traditional knowledge: An Introduction, evolution of traditional knowledge systems.

Unit II: INTRODUCTION TO TRADITIONAL TECHNOLOGY

Science and Technology: Concept and meaning, Concept of Traditional Technology in tribal and folk societies, types of traditional technology- food gathering, Agricultural, culinary, occupational, land and water management.

Unit III: DISSEMINATION OF TRADITIONAL KNOWLEDGE AND TECHNOLOGY

Temporal dissemination of traditional knowledge and technology: Generation to generation, Stages of evolution of technology, spatial dissemination, varied texts of technology, existence of varied spatial, temporal texts and ownership problem

Unit IV: MANAGEMENT OF TRADITIONAL KNOWLEDGE IN RURAL AND TRIBAL SOCIETIES

Systems approach to traditional knowledge in rural and tribal societies, knowledge management and traditional knowledge management, different types of management practices in traditional societies, traditional management systems in Food gathering, Agricultural, culinary, occupational, land and water management.

Unit V: INTERNATIONAL LAWS AND TRADITIONAL KNOWLEDGE AND TECHNOLOGY

Characteristics of traditional knowledge systems and a need of a legal framework- Nationally and Internationally, Traditional knowledge & technology and intellectual property rights, copyrights and patents.

References

1. *Traditional Knowledge in Policy and Practice: Approaches to Development and Human Well-being: Suneetha M. Subramanian and Balakrishna Pisupati, United Nations University press, October 2010*
2. A Handbook on Issues and Options for Traditional Knowledge Holders in Protecting their Intellectual Property and Maintaining Biological Diversity, Stephen A. Hansen and Justin W. Vanfleet, Washington DC, Publisher – AAAS, July 2003.

3. Indian science and technology in the eighteenth century, by Dharmapal, Published by Impex India in July 1971 Hyderabad,
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IV- Semester

Paper Title: RURAL AND TRIBAL MARKETING MANAGEMENT

Paper Code: MBA401

Work load: 3+2 hours per week **Credit Points:** 4

Evaluation: Continuous Internal Assessment – 25 marks

Semester End Examination – 75 marks

Objective: The primary focus of this course will be to analyze Rural Markets, and models. This course will also provide an understanding of Rural Markets and its role in the Economic development.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: Indian Rural Market

Introduction: defining rural markets, Concept, Scope, Nature, Size and Nature of Indian Rural Markets, rural marketing mix challenges, the evolving rural consumer, rural India: the exploding middle class. Rural marketing Vs. urban marketing. Rural Demand & Rural Market Index, Problems in Rural Marketing. Evolution of rural marketing, the rural environment; demographic, physical, socio-cultural, and technological environment. The rural economic environment, rural economic structure, rural infrastructure.

Unit II: Consumer Behavior and Market Segmentation

The consumer behavior model, what influences consumer behavior? The buyer behavior decision process. The product adoption process. Lifestyle of rural consumer, rural shopping habits, profile of rural consumer. Rural segmentation: heterogeneity in rural markets, pre-requisites for effective segmentation, degree of segmentation, bases for segmenting rural markets. Targeting: evaluating of segments, selection and coverage of segments, choosing a coverage strategy. Positioning concept in rural market.

Unit III: Product and Pricing Strategies

The product concept and classification of rural products, product decision and strategies, product designing for rural needs, packaging for rural markets, product branding in rural markets and challenges, new product development in rural markets. Pricing in rural India, setting price for rural products and services, pricing strategies; market entry strategies, product mix pricing strategies, price adjustment strategies.

Unit IV: Distribution Strategies

Availability: the challenges and the dilemma, rural distribution channels, the rural retail environment, channel behavior in rural Areas, distribution models in rural

markets, rural –centric distribution models, Rural logistics.

Unit V: Communication Strategies in Rural Markets

Challenges in rural communication, the communication process, developing effective communication, communication message, creating advertisements for rural audiences, sales promotions and events and experiences.

References:

1. Rural Marketing, Pradeep Kashyap, Pearson publications.
2. Rural Marketing, TPG – Rural Marketing, Environment problems and strategies by T P Gopalswamy, Wheeler publishing, New Delhi.
3. Rural Marketing, CSGK & LR — Rural Marketing, text and cases by CSG Krishnamacharulu and Lalitha Ramkrishnan, 2002, Pearson Education Asia.
4. Rural Marketing , SV —Rural Marketing, targeting the non-urban consumer by Sunil Kumar Velayudhan, Response Books.

Paper Title: MANAGEMENT OF MICRO FINANCIAL INSTITUTIONS

Paper Code: MBA402

Work load: 3+2 hours per week **Credit Points:** 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objective: To enable the students to understand the structure and components of micro finance in the rural financial market.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: INTRODUCTION

Meaning, definition, characteristics and importance of Micro Finance, Micro Financial Institutions (MFI), Rural financial market-demand and supply of financial resources, national and international MFIs.

Unit II: MANAGEMENT OF MFIs

Meaning of management of MFIs, Organizational structure of MFIs, personnel and financial management aspects of MFIs, Technology used for management of MFIs, regulation and supervision of MFIs, laws governing MFIs.

Unit III: MICRO FINANCE MODELS

Grameen Bank Model of MFIs, Cooperative model, group savings of rural finance, chit funds, credit access and lending products, contemporary non-credit services provided, formal and informal sources of credit.

Unit IV: ACCOUNTING AND GRADING FOR MFIs

Meaning of accounting, Personal accounting-single entry system, Double entry system of book keeping, Journal & Ledger, Trial Balance and Balance sheet, Accounting books maintained by MFIs, Grading of MFIs-Parameters and Credit Rating Index

Unit V: MICRO FINANCE INITIATIVES IN INDIA

Micro Finance by banks, government loan programs of MF, the Children Bank initiative, the unique people friendly rural credit initiative of SBI in Maharashtra-mobile account opening, deposit and withdrawal, Leading MFIs in India-Bandhan, Micro Finance in India,

Reference

1. Gardener Mills and Cooperman, Managing Financial Institutions, Cengage Learning, New Delhi
2. Muralidharan, Modern Banking, Theory and Practice, PHI, New Delhi
3. Gup, Kolari and frazer, Commercial Banking: The Management of Risk, John Wiley Publications
4. Malcom Harper, Practical Micro-finance- A training guide for South Asia,

Vistar publications, New Dehli

5. Thomas Fisher and M.S. Sriram., REXONG Micro-Credit-putting Development Back into Micro Finance, Vistar publications, New Dehli
6. Vij. Madhu. Management of Financial Institutions in India, New Delhi, anmol, 1991

Paper Title: RURAL ENTREPRENEURSHIP

Paper Code: MBA403

Work load: 3+2 hours per week **Credit Points:** 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objectives

To enable the students to understand the need of rural entrepreneurship, opportunities in entrepreneurship and developing entrepreneurial qualities among students.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: Introduction

Evolution of the concept of entrepreneur, characteristics of successful entrepreneurs, the charms of becoming an entrepreneur, the entrepreneurial decision process, functions of entrepreneur, need for an entrepreneur, Distinction between an entrepreneur and manager, Intrapreneur.

Unit II: RURAL Entrepreneurship

Rural Enterprises, Characteristics of Rural Enterprises, Rural Environment Analysis, Role of Rural Enterprises in Economic Development. Meaning of rural entrepreneurship, need for rural entrepreneurship, problems of rural entrepreneurship, How to develop rural entrepreneurship? NGOs Government Role rural entrepreneurship.

Unit III: Agri-Preneurship

Introduction, need for developing agri-preneurs in India, opportunities and challenges for developing agri-preneurship, suggestions for developing agri-preneurship, Social Entrepreneurship: social entrepreneur, meaning and perspective of social entrepreneurship, social entrepreneurship in practice, boundaries of social entrepreneurship.

Unit IV: Family business

Introduction, meaning and types of family business. Family business in India, merits and demerits of family business, major challenges faced by family business, business succession planning, making family business more effective.

Unit V: Micro and small enterprises

Small enterprises, meaning and definition, micro and macro units, essentials, features, and characteristics, relationship between micro and macro units, scope of micro and small enterprises objectives of micro enterprises, enterprise and society role of micro enterprises in economic development, estimates of all India census of MSME, package for promotion of micro and small enterprises, problems of micro and small enterprises. Distinction between rural based and urban based SME's, Features / skills required / Market and sectoral studies / Organizational Development -People institutions, Co-operatives, SHGs, Producer companies / Rural SME finance - Public Sector Banks, Private Banks, Venture funds, DICS, Government

Schemes .

Reference

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2. Enterprise Marketing Management: The New Science of Marketing.
3. Books related to "Enterprise Marketing Management: The New Science of Marketing":
4. [Enterprise Marketing Management: The New Science of Marketing.](#)
5. [Enterprise Marketing Management - The New Science of Marketing - Wiley pdf html.](#)
6. [Marketing and Selling - Successful Marketing Strategy for High Tech Firms 3rd edition rar.](#)
7. [If You're So Brilliant... How Come Your Marketing Plans Aren't Working?: The Essential Guide to Marketing Planning.](#)
8. [Six Sigma for Marketing Processes : An Overview for Marketing Executives, Leaders, and Managers.](#)
9. [Six Sigma for Marketing Processes An Overview for Marketing Executives Leaders and Managers.](#)
10. [Total E-mail Marketing: Maximizing your results from integrated e-marketing.](#)
11. [Marketing Automation: Practical Steps to More Effective Direct Marketing.](#)
12. [Marketing Automation: Practical Steps to More Effective Direct Marketing.](#)
13. [One-to-One Web Marketing: Build a Relationship Marketing Strategy One Customer at a Time, Second Edition.](#)
14. [The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyer.](#)
15. [The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly.](#)
16. [Does.Your.Marketing.Sell.The.Secret.of.Effective.Marketing.Communications.](#)
17. [Does Your Marketing Sell The Secret of Effective Marketing Communications.](#)
18. Rural Marketing – Pradeep Kashyap and Siddharth Raut, Biztantra 2008.
19. Rural Development by Katar Singh SAGE publication.

Paper Title: HERITAGE MANAGEMENT

Paper Code: MBA404

Work load: 3+2 hours per week **Credit Points:** 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objective

The major objective of the course is to educate the students about the concept of heritage, heritage tourism and heritage management. It also covers the strategies for heritage management and converting the heritage resources as heritage tourism products. It also provides insight on heritage conservation and protection.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: Introduction to Heritage and Heritage Tourism

Introduction to Tourism and Heritage: meaning and significance, Historical development of tourism, Tourism framework and types of tourists, The tourist industry and component of tourist industry: attractions, transports, accommodation, refreshments, shopping, entertainment's etc. Present state of Indian Tourism – Emerging trends in tourism.

Unit II: Concepts of Indian Culture and Heritage

Social, Cultural and Religious Heritage, Myths and Legends, Traditions, Oral and Living , Literary sources; Social Traditions: Varna, Jati, Ashrama, Karma, Rina, Purushartha Dana, Pataka, Prayaschitta, Vrata, Upavasa, Tirtha, Yatras, Samsakara, Position of women, Vedic Traditions and six school of philosophy, Jainism, Buddhism and Ajivikas, Vaishnavism, Saivism, Saktism and Bhakti, Islamic, Christian and Tribal belief systems.

Unit III: Art Traditions

Meaning and concept of heritage and heritage sites. Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of heritage property, World famous heritage sites and monument in India and abroad, Art Traditions of India: Pre-Historic Rock Paintings, Terracotta art of Harappan and Chalcolithic periods, Terracotta art of Early first millennium B.C. Paintings and graffiti on proto historic pottery, Iconography: Buddhist Iconography, Jain Iconography, Saiva, Vaishnava and Sakta Iconography, Minor and folk deities and their Iconography, Ajanta, Ellora Sittanavasal paintings, manuscript painting, techniques, material and media, Mughal paintings, Rajasthan and Hill schools of paintings, Paintings of Medieval Deccan and South India.

Unit IV: Architecture of India- Tourism and Architecture, Harappan and Post Harappan Architecture, Pre-Mauryan and Mauryan Architecture, Development of Stupa Architecture - Sanchi, Bharhut, Amaravati, Nagarjunakonda, Sarnath, Beginning of Rock-cut Architecture – Sudama Cave, Lomas Rishi, Bhaja, Kondane, Nasik, Pitalkhora, Karle Khandgiri, Ajanta and Elephanta, Rock-cut Architecture –

Mamallapuram and Ellora (Kailash Temple) Rock-cut Architecture of Ajanta, Pitalkohra and Ellora (Buddhist and Jain Caves). Beginning of Temple Architecture - Sonkh, Deogarh, Bhitargaon, Aihole and Pattadakal, Evolution of Nagara Style of Temple - Gwalior, Khajuraho, Bhubaneswar and Konark Evolution of Dravidian Style of Temple - Aihole, Pattadakal, Badami, Mamallapuram, Thanjavur, Hampi, Evolution of Vesara style of temple - Mount Abu, Gujarat and others Somanth Halebid, Architecture of Sultanate period. Architecture of Mughal period. Anglo-Indian Architecture.

Unit V: Heritage Management and Management of Museums

Heritage Management, objectives and strategies, Protection, Conservation and Preservation, Heritage Marketing, Destination development, National and International Organisations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOs) Definitions of Museums, Museology and Museography, History of Museums International / National, Theories of Museology, Laws, Acts and Policies, Type of Museums : India and abroad, functions of a Museum, Nature of Museum work i.e. - Professional Museum Organizations, Museum Associations and their work, Professional ethics (National Museum, New Delhi; Bharat Kala Bhawan, Varanasi; Archaeological Museum, Sarnath, etc.), Heritage Hotels and its classification.

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19. Wager, J. (1995). 'Developing a Strategy for the Angkor World Heritage Site', *Tourism Management*, 16: 515-523.

Paper Title: EVENT MANAGEMENT

Paper Code: MBA405

Work load: 3+2 hours per week **Credit Points:** 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objective: To enable students to understand the event management, event process, and need of event management; to develop skills among students to manage events in rural areas.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: Nature and Types of Events

Objectives of events; characteristics of events; importance of events; structure of events; key elements of events. Event as a product; categories of events, event variations, event watch.

Unit II: Event Planning and Organization

Event Planning; needs for event planning; types of planning; principles of planning; steps in planning; organizational design of event; elements of organizational design; organizational structure, Making the organization work, Authority and power; decentralization; event staffing.

Unit III: Managing the Event process and Leadership

Activities in event management; components of event process; property creation; celebrity management and endorsement; managing media coverage; management of Exhibition; managing a sports event. Subfields of event leadership; event leadership models; event leadership and change; improving leadership skills.

Unit IV: Event Marketing, Promotion and Advertisement

Concepts of market in events; focus of event marketing; brand building and sales simulation; pricing; key issues for event marketing; global and local integration in event marketing Promotion in events; positioning of events; celebrity advertising.

Unit V: Evaluation of Event

Establishing sensitivity in evaluation; measuring performance; Critical evaluation; measuring reach; measuring interaction.

Reference

1. Event Management, Sitaram Singh, APH publishing corporation.
2. The Event Manager's Bible, the complete guide to planning and organizing a voluntary or public event, D G Conway, Viva books publications.

Paper Title: TRIBAL ART AND HANDICRAFTS

Paper Code: MBA406

Work load: 3+2 hours per week **Credit Points:** 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objective: To enable students to understand the tribal art and handicrafts management; to develop skills among students to manage tribal art and handicrafts in rural and tribal areas.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

Unit I: Introduction to Tribal Art and Handicrafts

Tribal Art and Handicrafts: Definition, Concepts, Characteristics, its classification – Genres Performing Arts, Visual Arts, Theatre, Dance, Music, Painting, Sculpture, Architecture, Crafts, Textiles, Masks and Toys Historical Aspects of Tribal Art and Crafts – Craft in Early Civilization- Indus Valley- Prehistoric Relics and Craft- Crafts in Early Literature- Crafts Depicted in Inscriptions. Origin Myths – Beliefs – Customs and Taboos of Tribal Art and Handicrafts in General.

Unit II: Tribal Arts: Painting, Music, Dance

Paintings: Rock/Cave paintings - Select Case studies: Gondi Paintings of Gond tribes, Pithora paintings of Rathwa tribes, Warli, Paintings of Warli tribes, Tattoo. Indian Tribal Music and Dance.

Unit III: Tribal Handicrafts

Tribal Crafts in the Ancient India – Crafts in Indus Valley Civilization – Crafts in Pre Historic India – Burials- Cave Paintings- Other Excavations Tribal crafts in South India – Crafts in South Indian Culture – Common Crafts in South Indian States- The Ethnic Groups of South India Relating to Dhokra and Various Crafts. Making of Musical Instruments of Tribes- Koya's Instruments- Toda's Instruments- Wind Instruments of Various Tribes.

Unit IV: Tribal Bamboo Handicraft

History of Bamboo-craft in South India- The Medaris and other Tribes in South Indian States that practice Bamboo-crafts through Ages – Bamboo-craft of Tribes and their Ethnography. The Tradition of Bamboo Art and Craft - The Legend and Myth of Medaris and The Profession– The Making of Domestic and Agricultural Tools and Artefacts by Bamboo- Bamboo-craft of North and North- East India in South India- Bamboo Craft in Furniture.

Unit V: The Socio-Economic Study of Tribal Art and Craft

The Sociology of Art and Craftsmen in South India- The Art and Craft Products and The Necessity For The Modern Society- The Waning Picture of the art and crafts. The Economic Conditions of Various Tribal art and Crafts- The Economic Life of Various art and Craftsmen- The Impact of Modernization and Globalization on tribal art and Crafts. The Patronage of Central and State Governments to tribal art and Crafts and

other Handicrafts in India and South India in Particular. The Functioning of Boards of Handicrafts at Centre and states- The Planning Budget Sanctioning by Governments. Marketing of art and Handy Crafts- Market at Village Level for The Needs of Traditional Patrons- Marketing at Urban Centers- The Role of Cooperative Societies of Various Crafts The Politics of Cooperative Societies The Role of Governments, TRIFED. The Role Emporiums Private and Government Sector- The Role Middle Men Agents- The Exploitation of tribal art and crafts Men by Middle Men and Agents- Indian tribal art and crafts in International Market, The Issue of Exporting of tribal art and crafts- Planning for Economic Strengthening of tribal and Other Handicraft Industry.

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Paper Title: AGRI-BUSINESS MANAGEMENT

Paper Code: MBA407

Work load: 3+2 hours per week Credit Points: 4

Evaluation: Continuous Internal Assessment – 25 marks
Semester End Examination – 75 marks

Objective: The primary focus of this course is to make the students understand the importance, components and process of agri-business.

Pedagogy : Lectures, Assignments, Case discussion, Projects and Seminars.

UNIT I: Introduction

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

UNIT II: Marketing of Agricultural Inputs

Agriculture inputs with special reference to fertilizers, seeds, pesticides and other inputs. Organizations and functions of agricultural Marketing in India.

UNIT III: Product Planning and Grading

Product Planning, grading and Packaging for Domestic and Export Markets: Product decisions-Concept of product, brand, packaging. Need for grading reliability of the quality of the products as a basis of price examination; Grade determination techniques; AGMARK, BIS Grades and standards prevailing in other countries. Quality Standards of Agricultural Commodities: Domestic and Export Markets; IS 14000; ISO 9000; Quality Assurance in the Domestic / Export Markets for Agricultural Products.

UNIT IV: Pricing and Promotion of Agricultural commodities

Factors influencing pricing decisions Perceived value pricing . Role of Institutions in determination of prices of agricultural commodities, Processing facilities for different Agricultural products, . Role of warehousing, Determination of agricultural prices and marketing margins, Role of agricultural price commission. Concept of Value and Value Addition ; Pricing in Competitive Environment; Various pricing strategies. Concept of promotional mix. Advertising, sales promotion, personal selling, publicity and public relation Applying appropriate promotional mix for agricultural products. Problems of promoting agricultural products. Possible solutions

UNIT V: Marketing Research

Major techniques of Market Research, Methods of Collection of Information, Dissemination of Market Information, Advantages of Market Report and Market Report.

References

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2. Mishra S.N. – Politics and Society in Rural India.

3. Porter, Michael E.- Competitive Strategy.
4. Philip Kotler-Marketing Management.
5. Rudra Ashok – Indian Agricultural Economics- Myths and Realities.
6. Stalk, George - Competing Against Time.
7. Export Management – Prof. Laxmi Narain.

Title: Major Concurrent Project [MCP]

Paper Code : MBA408

Work load: 3+2 hours per week Credit Points: 4

Evaluation: Project Report- 75 marks

Project Viva- 25 marks

Preamble

The Major Concurrent Project (MCP) is a fully practical oriented course which has been designed to give students in depth knowledge in their field of specialization. Major Concurrent Project (MCP) is an improved version of Summer In-plant Training (SIT), which we use to have at the end of II semester. In MCP, the student will have more scope to apply knowledge. In this MCP students are encouraged to explore concepts already dealt in the class and understand its application in the field. Unlike SIT (at the end of II semester) the student, while carrying Major Concurrent Project, is more focused and would be getting continuous guidance from the external as well as internal experts. The following note presents the broad guidelines of the Major Concurrent Project.

PROCESS / GUIDELINES:

- 1) Each student will select a project in the area of his/her specialization in an organization. (Organization could be any company (Public/Private/NGO/ Government organization/Department etc.)
- 2) The choice of the organization has to be made in consultation with the Institute. The Institute for this purpose should assign an internal faculty member who will act as the mentor throughout the Major Concurrent Project. The assignment of mentor and choice of organization should be made by the end of first week of semester.
- 3) The study conducted by the student will be a full time effort where he/she is required to attend the Industry/business/organization/NGO for over two full days in a week. The industry expert will act as the External guide and the student is required to submit attendance details every week to his mentor.
- 4) The Institute will provide three full days- (Every week Tuesday & Wednesday or Monday & Tuesday or any 2 consecutive week days for the students, to be with the Industry/ External Guides.
- 5) The proposal for the Major Concurrent Project (MCP) should be submitted by 1st week of start of IV semester to the institute. The institute should send a CD of all proposals to Chairman BOE, KJV by 2nd week of start of IV semester, which will ensure the registration of students for Major Concurrent Project. The Institute should also make arrangement to upload these proposals on their website. Students should prepare these proposals in consultation with the Internal and External Guide.
- 6) The format for the proposal is as given below:
 - Topic of the study (Major Concurrent Project)
 - Need for the study (Stress on Need for study-current trends in the area)
 - A review of earlier research studies conducted

- Objectives of the study
 - Methodology
 - Proposed outcomes and benefits of the study
- 7) Major Concurrent Project will be conducted in 2 phases as above. The completed MCP report is to be submitted by the end of one week after the last day of the III semester end examinations. Late submissions should not be entertained by the Institute in any case. A soft copy on a CD of all MCP reports is to be sent to Chairman BOE, KJVV immediately after the submission date.
 - 8) There shall be a mid review of MCP, to be conducted immediately after the mid semester examinations.
 - 9) Separate presentations for the organizations and the Institute have to be arranged in last week of the MCP duration as per mutual convenience.
 - 10) There will be a project viva-voce conducted by KJVV, soon after the theory examinations. The panel of examiners will be similar to SIT and as approved by the Board of Studies.

Deliverables

The students are required to deliver the following without any concessions as per the dates mentioned in the above process.

- 1) MCP proposal (by the end of 2nd week of start of IV semester).
- 2) Mid review presentation (Immediately after mid-semester examination).
- 3) Submission of MCP report (by the end of 1st week).
(Soft copy + Hard copy- 3 no.s).
- 4) Presentation (for organization and the Institute) (Last week of the MCP duration)
- 5) Presentation for Viva-voce examination to be conducted by KJVV.
(as per KJVV. Notification).

Format for Major Concurrent Project Reports

The format for the Major Concurrent Project reports should be in the following manner.

- Executive Summary
- Introduction of the study
- About the organization – Brief
- Objectives
- Analysis and Findings
- Discussion
- Conclusion
- References

Alignment of Project Report

- i) A-4 size paper (Executive Bond)
- ii) MS Word style with Times New Roman Font
- iii) Font size -12 for Text and 14 for headings

In certain cases, students may change the format in consultation with his mentor and the External Guide. Enough care should be taken that the Major Concurrent Project report focuses the study undertaken by the student and its findings. The

report should contain minimum 50 pages written using the following format: