

GUJARAT VIDYAPITH : AHMEDABAD



AICTE Approved

MBA (Rural Management)

SYLLABUS

(As per NEP 2020 and Learning Outcomes based National Curriculum Framework)

(Effective from Academic year : 2024-25)

Department of Rural Management

Faculty of Management

Program Structure

MBA (Rural Management) Effective from 2024-25

SEMESTER-1

Course Code	Course Name	Hours	Credit	Evaluations		H/W
				Int	Ext	
MRMG101	Principles and Process of Management (વ્યવસ્થાપનના સિદ્ધાંતો અને પ્રક્રિયા)	45	3	40	60	3
MRMG102	Human Resource Management (માનવ સંસાધન વ્યવસ્થાપન)	45	3	40	60	3
MRMG103	Marketing Management (બજાર વ્યવસ્થાપન)	45	3	40	60	3
MRMG104	Accounting for Managers (સંચાલકો માટેની હિસાબી પદ્ધતિ)	45	3	40	60	3
MRMG105	Rural Development Management (ગ્રામીણ વિકાસ વ્યવસ્થાપન)	45	3	40	60	3
MRMG106	Computer Application (કમ્પ્યુટર એપ્લિકેશન)	45	3	40	60	3
MRMG107	Computerised Accounting System (કમ્પ્યુટરાઇઝ્ડ હિસાબી પદ્ધતિ)	45	2	40	60	3
	Community Living /NSS/UBA (સમુહજીવન)	60	-	Grade		4
	Prayer (પ્રાર્થના)	45	-	<input checked="" type="checkbox"/>	-	3
	Module, Tutorials (મોડ્યુલ, ટ્યુટોરીયલ)	90	-	<input checked="" type="checkbox"/>	-	6
	Computer Lab (કમ્પ્યુટર લેબ)	60	-	<input checked="" type="checkbox"/>	-	4
	Exam, Seminar,Library/Counselling (પરીક્ષા, સેમિનાર, લાઇબ્રેરી/કાઉન્સેલિંગ)	45	-	<input checked="" type="checkbox"/>	-	3
	Total	615	20			

SEMESTER-2

MRMG201	Management of Rural Institutions (ગ્રામીણ સંસ્થાઓનું વ્યવસ્થાપન)	30	2	40	60	2
MRMG202	Entrepreneurship Management (ઉદ્યોગ સાહસિકતા વ્યવસ્થાપન)	30	2	40	60	2
MRMG203	Financial Management (નાણાકીય વ્યવસ્થાપન)	45	3	40	60	3
MRMG204	Managerial Economics (સંચાલકીય અર્થશાસ્ત્ર)	45	3	40	60	3
MRMG205	(Research Methodology (સંશોધન પદ્ધતિશાસ્ત્ર)	45	3	40	60	3
MRMG206	Management Information System (માહિતી વ્યવસ્થાપન પદ્ધતિ)	45	3	40	60	3
MRMG207	Village Study (ગ્રામ અભ્યાસ)	90	2	40	60	3 week
MRMG208	Business Communication (ધંધાકીય પ્રત્યાયન)	45	2	40	60	3

	Community Living /NSS/UBA (સમુહજીવન)	60	-	Grade		4
	Prayer (પ્રાર્થના)	45	-	<input checked="" type="checkbox"/>	-	3
	Module, Tutorials, Research Preparation (મોડ્યુલ, ટ્યુટોરીયલ અને સંશોધન તૈયારી)	60	-	<input checked="" type="checkbox"/>	-	4
	Computer Lab (કમ્પ્યુટર લેબ)	60	-	<input checked="" type="checkbox"/>	-	4
	Exam, Seminar, Library/Counselling (પરીક્ષા, સેમિનાર, લાઇબ્રેરી/કાઉન્સેલિંગ)	45	-	<input checked="" type="checkbox"/>	-	3
	Total	645	20			
SEMESTER-3						
MRMG301	Fields of Rural Development Management (ગ્રામીણ વિકાસ વ્યવસ્થાપનના ક્ષેત્રો)	30	2	40	60	2
MRMG302	Statistics in Research (સંશોધનમાં આંકડાશાસ્ત્ર)	45	3	40	60	3
MRMG303	Production Management (ઉત્પાદન વ્યવસ્થાપન)	45	3	40	60	3
MRMG304	NGO Management (સ્વૈચ્છિક સંસ્થા વ્યવસ્થાપન)	45	3	40	60	3
MRMG305	ICT for Rural Management (ગ્રામીણ વ્યવસ્થાપનમાં માહિતી સંચાર ટેકનોલોજી)	45	3	40	60	3
MRMG306	Data Analytics (ડેટા એનાલિટિક્સ)	30	2	40	60	2
MRMG307	Research Work (સંશોધન કાર્ય)	75+45	4	40	60	Field 3
	Community Living /NSS/UBA (સમુહજીવન)	60	-	Grade		4
	Prayer (પ્રાર્થના)	45	-	<input checked="" type="checkbox"/>	-	3
	Module & Tutorials (મોડ્યુલ અને ટ્યુટોરીયલ)	75	-	<input checked="" type="checkbox"/>	-	5
	Computer Lab (કમ્પ્યુટર લેબ)	60	-	<input checked="" type="checkbox"/>	-	4
	Exam, Seminar, Library/Counselling (પરીક્ષા, સેમિનાર, લાઇબ્રેરી/કાઉન્સેલિંગ)	45	-	<input checked="" type="checkbox"/>	-	3
	Total	645	20			
SEMESTER-4						
MRMG401	Institutional Management Internship (સંસ્થાકીય વ્યવસ્થાપકીય તાલીમ)	450	10	40	60	3 Months
MRMG402	Project Proposal (પરિયોજના દરખાસ્ત)	45	2	40	60	3
MRMGEC403- MRMGEC411 (Any Four)	Elective-1 (વૈકલ્પિક-1)					
	Elective-2 (વૈકલ્પિક-2)					
	Elective-3 (વૈકલ્પિક-3)					

	Elective-4 (વૈકલ્પિક-4)					
	Prayer (પ્રાર્થના)	12	-	<input checked="" type="checkbox"/>	-	3
	Exam, Seminar, Library/Counselling (પરીક્ષા, સેમિનાર, લાઇબ્રેરી/કાઉન્સેલિંગ)	08	-	<input checked="" type="checkbox"/>	-	2
	Internship/Placement Drive (ઇન્ટર્નશિપ/પ્લેસમેન્ટ ડ્રાઇવ)	30	-			1 Week
	Total	665	20			
Semester-wise (Hours / Credit) Summary						
Sem-1	Sem-2	Sem-3	Sem-4	Total		
615 (20)	645 (20)	645 (20)	665 (20)	2570 (80)		

Open Elective Core (Any Four) : 2 Credit		Organisation Participation
MRMGEC403	Water Resource Management જળ સંસાધન વ્યવસ્થાપન	ACT, Kutch
MRMGEC404	Forest Management વન વ્યવસ્થાપન	Forest Department, Govt of Gujarat, Gandhinagar
MRMGEC405	Consumer Protection and Awareness ગ્રાહક સુરક્ષા અને જાગૃતિ	CERC, Ahmedabad
MRMGEC406	Community Education સમુદાય શિક્ષણ	ISCE, Ahmedabad
MRMGEC407	Agri-Business Management કૃષિ વ્યવસાય વ્યવસ્થાપન	Bharat Krushicare, Ahmedabad
MRMGEC408	Participatory Rural Appraisal સહભાગી ગ્રામ ચકાસણી	Development Support Centre, Ahmedabad
MRMGEC409	Corporate Social Responsibility કોર્પોરેટ સામાજિક જવાબદારી	Faculty
MRMGEC410	Micro Finance સૂક્ષ્મ ધિરાણ	Faculty

* MOOC / Value added courses will be offered to the students.

** Students who leave the course after one year, earning 40 credits will be awarded with Post Graduation Diploma in Rural Management (PGDRM)

Course Structure	
Classroom Teaching (વર્ગખંડ અભ્યાસ)	48
Field and Research (ક્ષેત્રકાર્ય અને સંશોધન)	06
Professional Competency (વ્યવસાયિક ક્ષમતા)	08
Development Elective Modules (વિકાસ મોડ્યુલ)	08
Institutional Managerial Internship (સંસ્થાકીય વ્યવસ્થાપકીય તાલીમ)	10
Credit of Program (અભ્યાસક્રમની કુલ ક્રેડીટ)	80

Programme Outcomes (POs) :

PO1	Will be sensitive for the use, conservation and management of natural resources for sustainable development.
PO2	Demonstrate a deep understanding of the socio-economic, cultural, environmental and political dynamics specific to rural areas.
PO3	Acquire managerial skills tailored to the challenges and opportunities of the rural sector and encourage entrepreneurship by understanding the needs of rural businesses.
PO4	Develop awareness for identification, enrichment and capacity building of rural human resources.
PO5	Understand the role of government agencies, NGOs, cooperatives, private sector organizations, and local communities for effective rural development.
PO6	Acquire deep understanding and readiness to effectively implement village development policies and plans.
PO7	Develop an understanding of the synergy of village development in the context of ever-changing global trends and Indian Knowledge Systems.
PO8	To develop awareness and understanding of the use of advanced technology in rural development and management.
PO9	Learn research methodology to address and resolve rural problems and to have direct training in various institutions.

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 1	MRMG101	Principles and Process of Management	Compulsory
POs Aligned: 1,3		Credit : Teaching Hours - (3: 45)	
Course Objective			
<ul style="list-style-type: none"> To impart basic understanding of theoretical and practical aspects of management. Equipping the students with management skills, Processes and methods and prepare them to use it for rural development. To provide an understanding of the role of a manager.. 			
Learning Outcomes (Lo's)			
<p>By the end of this course, students will</p> <ul style="list-style-type: none"> Gain an understanding of how theoretical knowledge of management science can be applied to other subjects and different areas of life. Could develop skills in how to use managerial processes in organizations working for village development as well as in village development projects apart from business practice. Develop faith and confidence in how Gandhian ideas can be incorporated in successful management of different processes of management system. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture Group Discussion Supervised Assignment Role Play Ask & Know Technique Hands-on Activity 		<ul style="list-style-type: none"> Gamification Seminar Case Study Self Study Problem Solving Story Telling 	
Detailed Syllabus			
Unit			Hours
1. Introduction to Management <ul style="list-style-type: none"> Management - Meaning, Characteristics and Principles Functions of management and importance Concepts of Management Rural Development and Management- Role of management in rural development, merits of manager, responsibilities, and challenges of rural development manager 			08
2. Planning and Decision making <ul style="list-style-type: none"> Planning- Meaning, Characteristics, process, importance, and types. Strategic Planning- Meaning, Characteristics, process. Management by Objectives- Meaning, Characteristics, process, and its application in rural development. Decision making- Meaning, importance, process, types, and methods. 			10
3. Organization, Direction and Leadership <ul style="list-style-type: none"> Organization-Meaning, Characteristics, importance, types of organizational structure Centralization and Decentralization, Authority and delegation of authority, span of control 			12

<ul style="list-style-type: none"> • Direction-Meaning, Characteristics, importance, principles and methods, main factors of directions (with reference to business units and rural area) • Leadership- Meaning, Characteristics, style, importance, (characteristics of effective leadership for rural area) 	
<p>4. Motivation, Communication, Coordination and Controlling</p> <ul style="list-style-type: none"> • Motivation- Meaning, process, importance, theories (Maslow, Herzberg, X & Y theory) • Coordination- Meaning, importance, process, and methods. • Communication- Meaning, types, process, importance, obstacles in communication, factors of effective communication. • Controlling- Meaning, process, importance, methods, and factors for effective controlling 	15
Assessment Method	
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (20 Marks) Presentation - Assignment - GD – Class Involvement • Exam -Unit test (20 Marks)
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam (60 Marks) • Exam Time : 2H 30 M
References	
<ul style="list-style-type: none"> • Terry and Franklin- Principles of Management, Vikas Publishing, New-Delhi • Koonz and Wehrich- Essential of Management, Tata Mcgraw hill, New-Delhi • S. A. Sherlekar- Principles of Business Management and value oriented holistic approach, Himalaya Publishing, New-Delhi • Nirmal Singh- Principles of Management, Deep and Deep publications, New-Delhi • Chandan J.S.- Management, S. Chand & Sons, New Delhi. • Nolakha R. L.- Prabandh ke siddhant, Adarsh Prakashan, Jaipur. • G.S. Sudha- Prabandh ke siddhant, RBSA Publishing house, Jaipur. • Jain Lokesh- Vyavsthapan na Siddhanto ane vyavhar, Gujarat Vidyapith, Ahmedabad. • Jain Lokesh & Patel Rajiv- Prabandh Chintan ki Vichardharaye, Rilaibal Publishing,Ahmedabad. • Mathur Navin and Trivedi R.S.- Management Thoughts, Navin Publishing, New Delhi. 	

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 1	MRMG102	Human Resource Management	Compulsory
POs Aligned: 4		Credit : Teaching Hours - (3: 45)	
Course Objective			
<ul style="list-style-type: none"> • Develop understanding about human resource planning in the organization. • Provide proper understanding of management methods for the development and retention of human resource. • Familiarise the students about the functions of human resource management- recruitment, selection, training, development and evaluation. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> • Have understanding of various human resource management systems and would develop the practical skills in its application. • Learn how to work with human resources. • Be equipped with the process and methods that how employees would work with energy in the organization 			
Teaching Pedagogy			
<ul style="list-style-type: none"> • Lecture 		<ul style="list-style-type: none"> • Group Discussion 	
<ul style="list-style-type: none"> • Seminar 		<ul style="list-style-type: none"> • Supervised Assignment 	
<ul style="list-style-type: none"> • Case Study 		<ul style="list-style-type: none"> • Role Play 	
<ul style="list-style-type: none"> • Self Study 		<ul style="list-style-type: none"> • Ask & Know Technique 	
<ul style="list-style-type: none"> • Hands-on Activity 		<ul style="list-style-type: none"> • Gamification 	
Detailed Syllabus			
Unit			Hours
1. Human Resource Management <ul style="list-style-type: none"> • Human Resource Development- Meaning, Characteristics, importance. • Situation of Human Resource in Rural Area- Challenges and Potentiality • Concept of Human Resource Management- Characteristics, Functions, changing role of Human Resource Management in India • Staffing/ Personnel Management- Meaning, characteristics, importance, functions, recruitment, and selection- meaning and process, Training- meaning, importance, methods, transfer, promotion, and demotion 			10
2. Human Resource Planning, Accounting and Audit <ul style="list-style-type: none"> • Human Resource Planning – Meaning, Importance and Process • Human Resource Accounting- Meaning Characteristics, Importance and Methods Human Resource • Audit- Meaning, Characteristics and Importance • Manpower planning in organized and unorganized sectors in rural areas – Status and its implications and possible affordable solutions 			10
3. Organizational Behavior, Stress & Conflict Management <ul style="list-style-type: none"> • Organizational Behavior- Meaning Characteristics, importance, and major factors. • Perception Process and values • Learning Process 			15

<ul style="list-style-type: none"> ● Stress Management – Meaning of stress, major sources of stress, effects of stress on human resource development and strategies for stress management. ● Conflict management- meaning of conflict, form of conflict- creative and destructive cause, Gandhian approach base sustainable methods to resolve destructive conflict and human resource development 		
4. Group Dynamics and Team <ul style="list-style-type: none"> ● Meaning, Characteristics and Significance of Group Dynamics ● Group composition, group behavior and individual and interpersonal processes ● Group dynamics in formal and informal organizations ● Team- Importance of team, formation of teams, teamwork, and motivation 		10
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> ● Continuous (20 Marks) Presentation - Assignment - GD – Class Involvement ● Exam -Unit test (20 Marks) 	
External Assessment 60 Marks	<ul style="list-style-type: none"> ● Term end exam (60 Marks) ● Exam Time : 2H 30 M 	
References		
<ul style="list-style-type: none"> ● Dessler, C Navarkey, Human Resource Management, 10/e; New Delhi: PHI, 2011 ● Aswappama, Human Resource Management textbook and cases-5 edition New Delhi: TMH ● Agrawal T, Human Resource Management, Thomas learning; New Delhi. ● Robbins, Stephen P., Timothy A Judge, and Seema Sanghi (2009). Organisational Behavior, 13/e; New Delhi: Pearson Education ● Ivancevich M. John (2009). Human Resource Management, 10/e; New Delhi: TMH ● Rao, V.S.P. (2005). Human Resource Management, 2/e; New Delhi: Excel Books 		

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 1	MRMG103	Marketing Management	Compulsory
POs Aligned: 3,6		Credit : Teaching Hours - (3: 45)	
Course Objective			
<ul style="list-style-type: none"> To make the students aware of the meaning, nature, process, various concepts, and its wide scope of marketing management. To know various policies, decisions, principles, and strategies of marketing mix. To acquaint the students with modern marketing concepts and to inculcate awareness and alertness towards the expanding boundaries of rural market management in the field of village development and national development. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Develop understanding of different markets. Understand the difference between rural and urban market. Be aware of the prevailing trends affecting the market and will find solutions to market problems of rural businesses. Have initial guidance to become aspiring entrepreneurs (planning their products to making them marketable). 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture Seminar Case Study Survey Field Visit Hands-on Activity 		<ul style="list-style-type: none"> Group Discussion Supervised Assignment Role Play Self Study Project Field work 	
Detailed Syllabus			
Unit			Hours
1. Introduction of Marketing <ul style="list-style-type: none"> Meaning and Nature of Marketing Evolutionary stages of marketing concept, and core concepts of marketing Marketing function in different situations of demand Market Management Process Product Meaning, Importance, Product Life Cycle 			10
2. Market Segmentation and Research <ul style="list-style-type: none"> Meaning and Basis of Market Segmentation Market targeting Product positioning Meaning and nature of market information system and market research Objectives, Process, merits & demerits of Market Research 			10
3. Marketing mix and information communication <ul style="list-style-type: none"> Branding and its policy decisions Pricing strategies 			10

<ul style="list-style-type: none"> ● Promotion Decisions – Promotion mix, advertising, sales promotion, publicity and personal selling (Communication Decisions, Communication Tools) ● Stages of effective communication development 		
4. Rural Market Management <ul style="list-style-type: none"> ● Rural Market Management - Issues, Solutions, International Market Management ● Marketing of agricultural products, marketing of dairy products, other products like products produced by village artisans ● E-Commerce, Online Sales System, Challenges and Future ● Marketing Channel Decisions ● Channel management decisions, channel design decisions 		15
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> ● Continuous (20 Marks) Presentation - Assignment - GD – Class Involvement ● Exam -Unit test (20 Marks) 	
External Assessment 60 Marks	<ul style="list-style-type: none"> ● Term end exam (60 Marks) ● Exam Time : 2H 30 M 	
References		
<ul style="list-style-type: none"> ● Basics of Marketing Management- Dr. RB Rudani, Sultan Chand & Co. New Delhi. ● Modern Marketing –S. A. Sherlekar – Himalaya Publishing House, New Delhi. ● Rural Marketing – Sunal Kumar Velayudhan – Response Books, New Delhi. ● Marketing Management – Philip Kotler ● Marketing Management – Verma & Aggarwal – Forward Publishing Company ● Business Management and Management – B. S. Shah Prakashan 		

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 1	MRMG104	Accounting for Managers	Compulsory
POs Aligned: 3		Credit : Teaching Hours - (3: 45)	
Course Objective			
<ul style="list-style-type: none"> To understand the concept of accounting methodology and to develop in them the ability to evaluate accounting information and use this information in decision making. To clarify the concept of financial, cost, and managerial accounting. To acquire theoretical and practical knowledge about preparation of financial accounts of business as well as non-business organization. To gain practical experience of preparing cost sheet with conceptual knowledge about elements, components and methods of costing as well as the concept of marginal costing, profit-volume ratio, break-even analysis and decision-making techniques. To be aware of the current trends in accounting to keep pace with the modern constantly evolving era. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Evaluate accounting information and to use it in decision making. Gain an understanding of financial accounting, cost accounting & managerial accounting and its importance in the modern developing era. Acquire theoretical and practical knowledge of financial accounting as well as analysis and interpretation of financial statements. Have a clear idea about the cost and management accounting system and decision making techniques for rural enterprises. Know about the emerging trends of accounting such as Human Resource Accounting, Inflation Accounting, Social Accounting, Environmental Accounting, Forensic Accounting, International Accounting, etc. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture 		<ul style="list-style-type: none"> Group Discussion 	
<ul style="list-style-type: none"> Supervised Assignment 		<ul style="list-style-type: none"> Quiz 	
<ul style="list-style-type: none"> Case Study- Seminar 		<ul style="list-style-type: none"> Self Study 	
<ul style="list-style-type: none"> Problem Solving 		<ul style="list-style-type: none"> Hands-on Activity 	
<ul style="list-style-type: none"> Team Teaching 		<ul style="list-style-type: none"> Demonstration 	
Detailed Syllabus			
Unit	Hours		
1. Introduction of Financial Accounting System <ul style="list-style-type: none"> Meaning, Characteristics, Importance and Limitation of Financial Accounting System Process of Financial Accounting: Journal- Subsidiary Books- Ledger Posting- Trial Balance- Final Accounts (Basic Practical Illustrations of Preparing Final Accounts with Adjustment Entries) Basic Concept of Accounts for Non-Trading Concerns 	15		
2. Introduction of Cost Accounting System <ul style="list-style-type: none"> Meaning, Importance and Limitation of Cost Accounting System 	10		

<ul style="list-style-type: none"> • Classification of Cost and Its Elements • Methods of Costing • Components of Total Cost- Basic Practical Illustrations of Preparing Cost Sheet 		
3. Managerial Accounting System and Decision-Making Techniques		10
<ul style="list-style-type: none"> • Meaning, Importance and Limitation of Managerial Accounting System • Marginal Costing: Concept and Utility • Profit-Volume Ratio, Break-Even Analysis, Margin of Safety, Key Factors and Decision Making (Basic Practical Illustrations) 		
4. Emerging Trends in Accounting		15
<ul style="list-style-type: none"> • Human Resource Accounting, Inflation Accounting, Social Accounting, Environmental Accounting, Forensic Accounting, International Accounting, etc. 		
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (20 Marks) • Presentation - Assignment – Quiz- Class Involvement • Exam -Unit test (20 Marks) 	
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam (60 Marks) • Exam Time : 2H 30 M 	
References		
<ul style="list-style-type: none"> • નામાના મૂળતત્વો- ભાગ-1 અને 2- બી. એસ. શાહ પ્રકાશન • મેનેજમેન્ટ એકાઉન્ટન્સી, ટી. જે. રાણા, સુધીર પ્રકાશન. • મેનેજરીયલ એકાઉન્ટન્સી- બી. એસ. શાહ પ્રકાશન • પડતર હિસાબી પદ્ધતિ, પ્રા. શિરિષભાઈ પી. શાહ, યુનિવર્સિટી ગ્રંથ નિર્માણ બોર્ડ, અમદાવાદ. • Accounting for Management: Text and Cases by S.K. Bhattacharya, Vikas Publishing House • Financial Accounting for Management- An Analytical Perspective by Ambrish Gupta, Pearson • Financial Accounting: A Managerial Emphasis by Ashok Banerjee, Excel Books • Basic Financial Accounting for Management by Paresh Shah, Oxford Higher Education • A Textbook of Accounting for Management by S.N. Maheshwari, Vikas Publishing, New Delhi • Double Entry Book Keeping by T.S.Grewal, Sultan Chand & Sons (P) Ltd., New Delhi • Principles and Practice of Accountancy by R.L. Gupta & V.K. Gupta, Sultan Chand, Delhi. • Principles and Practice of Accountancy by Patil & Korlahalli, –R. Chand & Co. • Accountancy by S.Kr.Paul, New Central Book Agency (P) Ltd. • Management Accounting by Gandhi, et al., C. Jamnadas and Co. 		

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 1	MRMG105	Rural Development Management	Compulsory
POs Aligned: 2,5		Credit : Teaching Hours - (3: 45)	
Course Objective			
<ul style="list-style-type: none"> To clarify basic concept about rural socio-economic and institutional structure. To develop understanding of principles like cooperation, extension useful for rural development. To develop understanding about sustainable rural development 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Develop a holistic understanding of rural development management. Develop a basic understanding of solving various problems through the intervention of local level rural organizations in various problems. Be aspiring to become village architects or village development planners will acquire the skills to develop their own model of village development in line with Gandhian thought. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture 		<ul style="list-style-type: none"> Group Discussion 	
<ul style="list-style-type: none"> Seminar 		<ul style="list-style-type: none"> Supervised Assignment 	
<ul style="list-style-type: none"> Survey 		<ul style="list-style-type: none"> Self Study 	
<ul style="list-style-type: none"> Field Visit 		<ul style="list-style-type: none"> Team-Teaching 	
Detailed Syllabus			
Unit			Hours
1. Rural community and rural family system <ul style="list-style-type: none"> Introduction to Indian Rural Community, Village: Concept and Definition Characteristics of Indian Rural Community, Indian Urban Community, Difference between Rural and Urban Community, Causes of Rural Backwardness and Need for Rural Development Indian Rural Family : Meaning and its characteristics, structure of rural families changes in rural family system 			10
2. Rural Social Stratification, Caste System and Rural Economy <ul style="list-style-type: none"> Concept of social stratification, social stratification in rural communities, social stratification on the basis of caste, meaning of caste and its characteristics, functions and disorders of caste. Rural economy, changes in rural economic life and factors responsible for it Agriculture and its importance in rural economy 			10
3. Meaning and concept of rural development <ul style="list-style-type: none"> Rural Development: Meaning and Definition, and its Criteria Rural Development Efforts in India, Impeding Factors of Rural Development Rural Development According to Mahatma Gandhi Mahatma Gandhi's Thoughts on Village Changing concept of rural development 			15

4. Rural extension methods and changes in rural society		10
<ul style="list-style-type: none"> • Meaning of extension and importance of extension in terms of rural development, rural extension methods • Approaches to change rural society • Factors of change in Indian rural society • Changes in Indian Rural Society: Forms, Processes and Trends 		
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (20 Marks) Presentation - Assignment – Case Study– Class Involvement • Exam -Unit test (20 Marks) 	
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam (60 Marks) • Exam Time : 2H 30 M 	
References		
<ul style="list-style-type: none"> • ગ્રામીણ સમાજશાસ્ત્ર – એ આર દેસાઈ • રૂરલ ડેવલપમેન્ટ – વસન્ત દેસાઈ • સહકાર દર્શન – જગદીશ મુલાણી • ગ્રામ સ્વરાજ – ગાંધીજી • Rural Develoement in India – KR Gupta – Atlantic Publication New Delhi 		

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) – 1	MRMG106	Computer Application	Compulsory
POs Aligned: 6, 8		Credit : Teaching Hours - (3: 45 + 45 Lab)	
Course Objective			
<ul style="list-style-type: none"> To become familiarized with computer system and operation. To receive necessary skills to understand and efficiently use software packages. To be familiarized with technologies like communication, networking and the internet and to build skills in applying these technologies to various business processes and emerging areas in information technologies. To learn the concepts of DBMS, web design and development 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Use software application packages and associated computer hardware to complete a series of designated tasks and sub-tasks Solve problems for different problem scenarios and document the problem solutions Understand fundamental computer terminology, systems, and operations Understand the role and impact of computer technology in everyday use 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture Seminar Case Study Self Study Hands-on Activity 		<ul style="list-style-type: none"> Group Discussion Supervised Assignment Experiment Problem Solving Demonstration 	
Detailed Syllabus			
Unit			Hours
1. Computer Operations and tools <ul style="list-style-type: none"> Definition, Types, Generations, Characteristics, Function and Components of a computer system. Input Devices and their functionality, Memory, Auxiliary Storage Devices, Output and System Devices. System Software, Application Software, Operating system works, classification, User interface. Windows Operating system components. Office automation tools and its importance and applications 			10
2. Database Management System <ul style="list-style-type: none"> File Based System, Advantage-disadvantage of DBMS, Database Components, Elements of Database, Database Administrator, Data Types, Field Properties, E-R model, Schema, Cardinality. Access / Open-Source Software (base): Working with Table, Forms, Reports and Queries, Sorting & Filtering, Import Data. Simple Operation of Queries 			10

<p>3. Data Communication and Network</p> <ul style="list-style-type: none"> ● Data Communication: Term, Concept, system and types, Transmission and Modes, media/cable and signal, Multiplexer, Encoding. ● Network Concept, Advantages, Types, Topology, NIC, OSI Reference Model and Protocol. ● Connectivity Devices: Modem, Hubs, Repeaters, Bridges, Routers, Gateways. ● Network Environment: User, Groups, Computer, sharing, Rights, access, Domain, and workgroup. ● Wireless network concept, types, and Security 	10
<p>4. Applications of Internet</p> <ul style="list-style-type: none"> ● History and uses, Internet connection, Internet Account. ● Various Internet Protocol, IP Address and Domain Name, World Wide Web, Browsing, URL, E-mail, FTP, Remote login. ● Internet Services like Chat and IRC, Messenger on Internet, Blog, and social networking, iPhone, VOIP, Internet video, Collaborative computing, and Video conferencing. ● Search Engine and Google Various Facilities, Internet security ● Web Design Principles, HTML, Editor, Basic structure, Mark up Tags, Heading-Paragraphs, Line Breaks. Elements of HTML: Text, Lists, Tables, Frames, Hyperlinks, Images, Multimedia, Forms, and controls 	15
<p>LAB :</p> <ol style="list-style-type: none"> 1. Demonstration of Various computer devices 2. Operating system: Windows and Ubuntu 3. Hands on Office automation packages <ol style="list-style-type: none"> a. <u>Word processor software</u>: Importance, Menus, Working & editing With Documents using various functionalities, Customize, Formatting, Paragraphs, Styles, table, Graphics, Proofing, Creating Web Pages, Lists, References and Citations, Mail merge. b. <u>Spreadsheet software</u>: Importance and application, working with a Workbook, Manipulating Data, modifying a Worksheet, Performing Calculations, Sort and Filter, Graphics, Charts, formatting a Worksheet, Developing a Workbook. c. <u>Presentation software</u>: Physical Components of a Presentation, how to make effective Presentations. Creating a Presentation, Working with Content, Formatting Text, Adding Content, Graphics, Tables, Charts, Slide Effects, design template; Slide view; custom animation etc. d. DBMS: Table, Form, Report and Query operation. 4. Internet Applications: e-mail, blog, website and various google facilities. 	45
Assessment Method	
<p>Internal 40 Marks</p>	<ul style="list-style-type: none"> ● Continuous (20 Marks) Assignment –Involvement – Practical - Quiz ● Exam -Unit test (20 Marks)
<p>External Assessment</p>	<ul style="list-style-type: none"> ● Term end exam (60 Marks)

60 Marks

• Exam Time : 2H 30 M

References

- “Computer” by Dr. Satish Patel, Self & poti.com Publication.
- Computer Network by Dr. Satish Patel, Self & poti.com Publication
- Comdex computer course
- Internet for beginners by Hemang Antani
- HTML: A Beginner's Guide by Wendy Willard

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 1	MRMG107	Computerized Accounting System	Compulsory
POs Aligned: 3,8		Credit : Teaching Hours - (2: 15+30 = 45)	
Course Objective			
<ul style="list-style-type: none"> To gain practical experience in utilizing computerized accounting software to record, organize, and manage financial transactions accurately and efficiently. To be familiarized with inventory management within a computerized accounting context, including stock groups, stock items, and units of measure. To explore the application of computerized systems in handling Goods and Services Tax (GST), including recording GST-related transactions and generating necessary reports. To develop problem-solving skills by applying theoretical knowledge to practical scenarios, preparing students for real-world accounting challenges. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Develop strong foundation in both accounting principles and the practical application of computerized accounting systems. Be proficient in navigating accounting software, recording transactions, managing inventory, and handling GST-related accounting tasks. Be able to contribute effectively to modern financial environments 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture Supervised Assignment Case Study Problem Solving Team Teaching 		<ul style="list-style-type: none"> Group Discussion Quiz Self Study Hands-on Activity Demonstration 	
Detailed Syllabus			
Unit			Hours
1. Basic Concepts of Accounting and Introduction to Computerized Accounting System <ul style="list-style-type: none"> Introduction to Accounting and Explanation of Accounting Terms Types of Accounts -Rules of Debit and Credit Concepts of Journal, Subsidiary Books, Ledgers and Ledger-Posting Concepts of Trial Balance and Final Accounts Computerized Accounting System- Meaning and Significance <ul style="list-style-type: none"> Company Information: Select Company, Shut Company, Create Company Alter, Backup, Restore Creating, Displaying and Altering Account Information <ul style="list-style-type: none"> Single and Multiple Groups, Single Ledger and Multiple Ledgers, Voucher types Creating, Displaying and Altering Inventory Information 			10

<ul style="list-style-type: none"> ● Stock Groups, Stock Items, Units of Measure 		
2. Recording Transactions (Accounts Only) <ul style="list-style-type: none"> ● Understanding Default Vouchers: <ul style="list-style-type: none"> ● Contra, Payment, Receipt, Sale, Purchase, Journal, Debit note, Credit note. ● Recording Transactions and Voucher Entries ● Altering and Deleting Transactions ● Practical Examples and Practice 		10
3. Recording Transactions (Accounts with Inventory) <ul style="list-style-type: none"> ● Voucher Entries with Inventory: Accounting Invoice & Item Invoice ● Meaning of Stock Journal and Manufacturing Journal ● Display and Printing Reports ● Practical Examples and Practice 		15
4. Goods and Services Tax (GST) <ul style="list-style-type: none"> ● Understanding SGST, CGST & IGST ● Activating GST; Setting Up GST Rates; and Creating GST Masters ● Accounting Entries with GST (Local and Interstate) ● Practical Examples and Practice 		10
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> ● Continuous (20 Marks) Case Study - Assignment – Practical – Quiz ● Exam -Unit test (20 Marks) 	
External Assessment 60 Marks	<ul style="list-style-type: none"> ● Term end exam (MCQ and Practical) (60 Marks) 	
References		
<ul style="list-style-type: none"> ● Tally.ERP 9 With GST (In Gujarati), Kalpesh Patel, Computer World Publication ● Mastering Tally.ERP 9 by Ashok K. Nadhani, BPB Publication ● Official Guide to Financial Accounting using: Tally. ERP9 with GST, BPB Publication ● Tally ERP 9 (Power of Simplicity): Software for Business and Accounts by Shraddha Singh and Navneet Mehra, V & S Publishers. 		

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 2	MRMG201	Management of Rural Institutions	Compulsory
POs Aligned: 5		Credit : Teaching Hours - (2: 30)	
Course Objective			
<ul style="list-style-type: none"> To create an understanding of the institutions working in the field of rural development, education, health, disaster management, their plans, policies and their impacts. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Be familiar with the current status of education, health, disaster management at rural areas. Understand the aspects of effective role of the above sectors and their use in rural development. Be sensitive towards the management of above sectors and be able to promote sustainable development systems. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture Seminar Case Study Quiz Field Visit 		<ul style="list-style-type: none"> Group Discussion Supervised Assignment Experiment Self Study 	
Detailed Syllabus			
Unit			Hours
1. Rural Institutional Structure <ul style="list-style-type: none"> Rural Institutional Structure- Concept, Characteristics, Need of management of Rural Institutions Forms of Formal and informal Rural Institutional Structure Present Situation of Rural Institutional Structure and factors responsible for it. Gandhian thoughts based principles to manage Rural Institutional Structure sustainably 			7
2. Health <ul style="list-style-type: none"> Rural Health- Health and village development, present status of rural health and factors responsible Organizational structure and working system for rural health development. Various rural health-oriented schemes Effectiveness and management measures of rural health-oriented schemes 			8
3. Education <ul style="list-style-type: none"> Concept of Education, Education and Sustainable Development, major problems of education in rural areas. various schemes of education in rural areas. Major Characteristics of National Education Policy-2020 and integrated Development Gandhian thought based Buniyadi education concept and its relevance in present. Present situation of rural educational institutions and its impact on Human Resource Development. 			7
4. Disaster management			8

<ul style="list-style-type: none"> • General concept and characteristics of disaster and disaster management • Major types and causes of disaster. • Major components of disaster management • Major organizations working in the field of disaster management 		
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (20 Marks) Presentation - Assignment – Case Study– Class Involvement • Exam -Unit test (20 Marks) 	
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam (60 Marks) • Exam Time : 2H 30 M 	
References		
<ul style="list-style-type: none"> • N.I.R.D. : Rural Development in India Some Facets • Vasant Desai : A Study of Rural Economy • Nanavati & Anjalina : The Indian Rural Problems • Sharma & Malhotra : Integrated Rural Development • Misra & Sharma : Problems and Prospects of Rural Development • Venkata Reddy K : Rural Development In India Poverty and Development • Lakshman & Narayan : Rural Development in India • NEP-2020 Policy Draft and Articles • Articles on Management of Rural Institutions • Annual reports of Voluntary Organizations working in the health, education and other fields. 		

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) – 2	MRMG202	Entrepreneurship Management	Compulsory
POs Aligned: 3		Credit : Teaching Hours - (2: 30)	
Course Objective			
<ul style="list-style-type: none"> To develop the skills and sensitiveness about entrepreneurship among the students. To develop the skills of Sociopathic idea generation of enterprise, innovation and managerial competency. To motivate student for develop the self-confidence to ensure their fruitful contribution towards entrepreneurship and sustainable development. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Develop working plan about start up, local traditional wosdom and crafts. Assure thieir contribution in Atamnirbhar Bharat through skills development. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture 		<ul style="list-style-type: none"> Gamification 	
<ul style="list-style-type: none"> Group Discussion 		<ul style="list-style-type: none"> Seminar 	
<ul style="list-style-type: none"> Supervised Assignment 		<ul style="list-style-type: none"> Case Study 	
<ul style="list-style-type: none"> Role Play 		<ul style="list-style-type: none"> Self Study 	
<ul style="list-style-type: none"> Ask & Know Technique 		<ul style="list-style-type: none"> Hands-on Activity 	
<ul style="list-style-type: none"> Team Teaching 			
Detailed Syllabus			
Unit			Hours
1. Entrepreneurship Management <ul style="list-style-type: none"> Entrepreneurship Management- Meaning, Characteristics and importance. Analysis the various types of Entrepreneurships Present Situation of Entrepreneurship in rural areas and the factors responsible for it. General perceptions of determinants of entrepreneurship. 			10
2. Entrepreneurship in rural areas <ul style="list-style-type: none"> Modern and Traditional nature of Entrepreneurship in rural areas. Identification of hazards in development of entrepreneurship in rural areas and analysis of the factors that affect it. 			10
3. Organized efforts for development of Entrepreneurship in rural area <ul style="list-style-type: none"> Government and non-government entrepreneurial efforts for development of rural industry, hunner (arts) handicrafts. Provisions for Financial and technical training for entrepreneurship development and other assistance, major institutions working for it. 			5
4. Entrepreneurship Development Management in Rural Area <ul style="list-style-type: none"> Need of Entrepreneurship Management for Sustainable rural development and concept of its working procedure. Process of Entrepreneurship Management 			5

Assessment Method	
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (20 Marks) Presentation - Assignment - GD – Class Involvement • Exam -Unit test (20 Marks)
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam (60 Marks) • Exam Time : 2H 30 M
References	
<ul style="list-style-type: none"> • S.S. Khandaka – Entrepreneurship development, S.Cand & Company, New Delhi. • Jain (Dr.)Lokesh and (Dr.) Moh.Arif- Bharat men Udyamita Vikas evam Prabandhan, Dorse Publications, New-Delhi. • Kurakto- Entrepreneurship theory and practices, Thomption, Learning (Six Ed.) • EDI handbook manual. 	

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 2	MRMG203	Financial Management	Compulsory
POs Aligned: 3		Credit : Teaching Hours - (3: 45)	
Course Objective			
<ul style="list-style-type: none"> To have a thorough introduction that develops an understanding of the significance and scope of financial management in today's contemporary age. To develop theoretical and practical knowledge about various sources of finance, capital structure and leverage analysis. To understand long and short term investment decisions in the area of financial management; and to develop an understanding of working capital management and capital budgeting 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Have conceptual clarity about the financial management and its importance in the modern age. Acquire theoretical and practical knowledge about the acquisition of Finance and its efficient use and management. Have knowledge about long-term and short-term investment decisions, capital structure and leverage analysis, which will prove extremely useful in playing the role of a successful entrepreneur or manager in the future. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture 		<ul style="list-style-type: none"> Group Discussion 	
<ul style="list-style-type: none"> Supervised Assignment 		<ul style="list-style-type: none"> Quiz 	
<ul style="list-style-type: none"> Case Study 		<ul style="list-style-type: none"> Self Study 	
<ul style="list-style-type: none"> Problem Solving 		<ul style="list-style-type: none"> Hands-on Activity 	
<ul style="list-style-type: none"> Seminar 		<ul style="list-style-type: none"> Demonstration 	
<ul style="list-style-type: none"> Team Teaching 			
Detailed Syllabus			
Unit	Hours		
1. Introduction to Financial Management <ul style="list-style-type: none"> Meaning and Characteristics of Financial Management Objectives and Importance of Financial Management Scope of Financial Management Sources of Finance (Short Term and Long Term Sources). 	10		
2. Capital Structure and Leverage Analysis <ul style="list-style-type: none"> Meaning, Characteristics and Importance of Capital Structure Factors Determining Capital Structure; Types of Capital Structure and Concept of Trading on Equity Meaning and Significance of Leverage Analysis 	10		

<ul style="list-style-type: none"> • Types of Leverage: Operating Leverage, Financial Leverage and Combined Leverage (Basic Practical Illustrations). 		
3. Short Term Investment Decisions: Working Capital Management		10
<ul style="list-style-type: none"> • Meaning, Concept and Characteristics of Working Capital • Types of Working Capital • Factors Determining Working Capital Requirement • Components of Working Capital. 		
4. Long Term Investment Decisions : Capital Budgeting		15
<ul style="list-style-type: none"> • Meaning, Characteristics and Significance of Capital Budgeting • Factors Affecting Capital Investment Decisions • Procedure of Preparing Capital Budget • Methods of Capital Budgeting: Pay-Back Period Method, Average Rate of Return Method, Net Present Value Method, Profitability Index Method (Basic Practical Illustrations) 		
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (20 Marks) Presentation - Assignment – Quiz – Involvement • Exam -Unit test (20 Marks) 	
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam (60 Marks) • Exam Time : 2H 30 M 	
References		
<ul style="list-style-type: none"> • Financial Management – I.M.Pande, Vikas Publishing House • Financial Management – S.C.Kuchal, Chaitanya Publishing House • Financial Management: Text, Problems and Cases – M.Y. Khan & P.K. Jain, Tata McGraw Hill • Financial Management & Policy – R.M.Shrivastava, Himalaya Publishing House • Financial Management: Theory and Practice, Prasanna Chandra, Tata McGraw Hill • Financial Management- P.V. Kulkarni and B.G. Satyaprasad, Himalaya Publishing House • Financial Management, S.N.Maheswari, Sultan Chand Co. • Basic Financial Management – S.M.Inamdar, Himalaya Publishing House • Financial Management – N.M.Vechalekar, Nirali Prakashan • Contemporary Financial Management, Rajesh Kothari, Macmillain India Limited. • Financial Management and Policy, Van Horne, James C., Prentice Hall of India • Financial Management, Rajiv Srivastava and Anil Mishra, Oxford University Press • Fundamentals of Financial Management, Pankaj Shah, Kumar Prakashan • Financial Management – P.M.Shah, I.M.Pande, Kumar Prakashan • નાણાકીય સંચાલન. પ્રા. સૂર્યકાંત શાહ, યુનિવર્સિટી ગ્રંથનિર્માણ બોર્ડ, અમદાવાદ 		

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 2	MRMG204	Managerial Economics	Compulsory
POs Aligned: 2,3		Credit : Teaching Hours - (3: 45)	
Course Objective			
<ul style="list-style-type: none"> To develop logical decision-making skills and understanding of economic issues in the management of a business firm. To develop an understanding among the students about rural environment that have concern with sustainable development To develop an understanding about economic principles and behaviour. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Learn the concern of Gandhian economic concept along with main stream of economics. Be able to think logically independent economic thoughts as an alternative of sustainable development. Be able to analysis the market economy for their sustainaing business activities. Get expertise in price determination, optimum coordination of production means and demand analysis. Understanf the role of business as corporate social responsibility in managerial economics. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture 		<ul style="list-style-type: none"> Gamification 	
<ul style="list-style-type: none"> Group Discussion 		<ul style="list-style-type: none"> Supervised Assignment 	
<ul style="list-style-type: none"> Case Study 		<ul style="list-style-type: none"> Self Study 	
<ul style="list-style-type: none"> Ask & Know Technique 		<ul style="list-style-type: none"> Hands-on Activity 	
<ul style="list-style-type: none"> Seminar 		<ul style="list-style-type: none"> Team Teaching 	
Detailed Syllabus			
Unit	Hours		
1. Introduction to Managerial Economics <ul style="list-style-type: none"> General Concept of Economics Managerial Economics- Meaning, Characteristics and importance Nature of Managerial Economics, Managerial Economics is art or science Basic concepts of Managerial Economics Social Responsibility of Managerial Economics, Managerial Economics in Gandhian view and its present relevance 	10		
2. Demand analysis and elasticity of demand & Supply analysis <ul style="list-style-type: none"> Demand- meaning, types and factors affecting the demand Law of demand and exceptions. Supply- Meaning, factors affecting the supply, law of supply and exceptions Elasticity of demand and methods Elasticity of supply and method 	15		
3. Law of Return, Cost analysis and Break Even Point	10		

<ul style="list-style-type: none"> • Law of Return- concept and cause for apply the law • Merits and demerits of scaling • Cost analysis- Meaning and various types of expenses • understanding of decisions about major expenses • Break Even Point - general concept 		
4. Market Analysis: Competition, Monopoly, Price determination and Price discrimination		10
<ul style="list-style-type: none"> • Competition- meaning and types • Monopoly- meaning and types • Price determination- Meaning, objectives and principles • Practices of Price determination • Provision of Price determination with reference to agriculture commodities (MSP & APMC concept) • Price discrimination- Meaning and Characteristics 		
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (20 Marks) • Presentation - Assignment - GD – Class Involvement • Exam -Unit test (20 Marks) 	
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam (60 Marks) • Exam Time : 2H 30 M 	
References		
<ul style="list-style-type: none"> • Trivedi D.N- Managerial Economics, Vikas Publishing House, New-Delhi. • Desai Maganbhai- Arthshastra na Siddhanto, Navajivan Prakashan, Ahmedabad, • M.K. Gandhi- GRam Swaraj, Navajivan Prakashan, Ahmedabad, • Chaudhary C.M.- Rural Economics, Sublime Publications, • Mishra & Puri- Managerial Economics, Himalaya Publishing, New-Delhi. • Chaudhary R- Managerial Economics, S.Chand & Sons, New-Delhi. • jain Lokesh, Patel Rajiv and Bhoye Kailash- Sanchalakiy Arthshastra, Agro biobate publishing, New- Delhi 		

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 2	MRMG205	Research Methodology	Compulsory
POs Aligned: 1,2,6		Credit : Teaching Hours - (3: 45)	
Course Objective			
<ul style="list-style-type: none"> To develop aptitude regarding in-depth research study on various issues. To be acquaint with the types, significance and process of research. To develop the knowledge and skill regarding the literature review, selection of research problem, framing objectives, hypothesis and variables. To develop the knowledge of research population, sampling, data collection and presentation of research report. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Develop aptitude for in-depth research study of problems in various fields. Acquire knowledge of types, objectives, methodology and process of research. Develop theoretical knowledge and practical skills in reference literature study, data collection, analysis and presentation. Be motivated to study various aspects of rural areas, so that in future they will be able and equipped to contribute to high quality research work 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture 		<ul style="list-style-type: none"> Group Discussion 	
<ul style="list-style-type: none"> Supervised Assignment 		<ul style="list-style-type: none"> Survey 	
<ul style="list-style-type: none"> Self Study 		<ul style="list-style-type: none"> Field work 	
<ul style="list-style-type: none"> Seminar 		<ul style="list-style-type: none"> Team Teaching 	
Detailed Syllabus			
Unit	Hours		
1. Introduction to Research <ul style="list-style-type: none"> Meaning and Types of Research Significance of Research in Various Fields of Rural Development Steps of Research 	10		
2. Research Problem and Objectives <ul style="list-style-type: none"> Review of Literature Selection of Research Problem Research Objectives, Hypothesis and Variables Research Design 	10		
3. Population and Sample <ul style="list-style-type: none"> Meaning of Population and Sample Features and Requirement of Sample 	10		

<ul style="list-style-type: none"> ● Various Methods of Sampling 		
4. Data Collection and Report Writing <ul style="list-style-type: none"> ● Meaning and Types of Data: Primary and Secondary Data ● Methods of Primary Data Collection ● Research Report Writing: Meaning and Steps of Report Writing ● Structure of Research Report and Characteristics of Good Report Writing 		15
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> ● Continuous (20 Marks) Presentation - Assignment – Case Study – Involvement ● Exam -Unit test (20 Marks) 	
External Assessment 60 Marks	<ul style="list-style-type: none"> ● Term end exam (60 Marks) ● Exam Time : 2H 30 M 	
References		
<ul style="list-style-type: none"> ● સંશોધન પદ્ધતિ. ડી. એ ઉચાટ ● સંશોધન પદ્ધતિ. એ.જી શાહ અને જે.કે દવે. અનડા પ્રકાશન, અમદાવાદ. ● સંશોધનની પાયાની સંકલ્પનાઓ (સંશોધન હાથપોથી), ડૉ. આર. એસ. પટેલ, જય પબ્લિકેશન, અમદાવાદ. ● સંશોધન પદ્ધતિઓ અને પ્રવિધિઓ, એચ. જી. દેસાઈ અને કે. જી. દેસાઈ, યુનિવર્સિટી ગ્રંથ નિર્માણ બોર્ડ ● સામાજિક અનુસંધાન, ડૉ. સુરેન્દ્રસિંહ, ઉત્તર પ્રદેશ હિંદી ગ્રંથ એકાદમી, લખનઉ. ● પ્રયુક્ત આંકડાશાસ્ત્ર, ડૉ. રમેશચંદ્ર ઠા. રતાણી, યુનિવર્સિટી ગ્રંથ નિર્માણ બોર્ડ, અમદાવાદ. ● ધંધાકીય સંશોધન પદ્ધતિઓ, પ્રા. ટીપા ડી. ગોસાઈ તથા અન્ય, કુમાર પ્રકાશન, અમદાવાદ. ● Research Methodology: Methods and Techniques, C. R. Kothari, New Age International (P) Ltd, New Delhi. ● Research Methodology in Social Sciences, Thakur, Devendra, Deep and Deep Publications, New Delhi. ● Research Methods in Rural Development, Gullybaba.com Panel, Gullybaba Publishing House (P) Ltd. ● Research Methods in Rural Development, Dr. S. Nakkiran and Dr.G. Ramesh, Deep & Deep Publications. ● Scientific Social Surveys and Research, P. V. Young, Prentice Hall of India Ltd. New Delhi ● Research Methods, Ed.2, Trochim, William M. Biztantra, New Delhi. 		

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 2	MRMG206	Management Information System	Compulsory
POs Aligned: 3,8,9		Credit : Teaching Hours - (3: 45 + 45 Lab)	
Course Objective			
<ul style="list-style-type: none"> To understand and assess the importance of system analysis and design and its role in business. To develop data analysis skills in students to evaluate information and the tools used for information processing. To imbibe theoretical knowledge of MIS in the students and prepare the students technological competitive and make them ready to self-upgrade with the higher technical skills, either in their postgraduation program or in the workplace. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Describe the role of information technology and information systems in business Record the current issues of information technology and relate those issues to the firm. Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making. Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives. Develop the necessary skills to construct a database model given a specific application case study. Articulate the fundamental principles of information systems analysis and design 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture Seminar Case Study Self Study Project 		<ul style="list-style-type: none"> Group Discussion Supervised Assignment Experiment Problem Solving Hands-on Activity 	
Detailed Syllabus			
Unit	Hours		
1. SYSTEM ANALYSIS AND DESIGN <ul style="list-style-type: none"> Information Concept, Classification, Element, Characteristics and Types. System Concepts, Role, Attributes and Tasks of a System Analyst. System Development lifecycle method (SDLC). Software Development Model, Logic Representation Technique: Data Flow Diagrams- Data Dictionary. Structured Analysis Tools: Structured English- Decision Table- Decision Tree. Input-Output-Form Design, Testing and Quality Assurance, Software-Hardware Selection, System Implementation and Maintenance, System Security and Audit 	15		
2. INFORMATION MANAGEMENT <ul style="list-style-type: none"> Data, Information and Knowledge: Data and Information, Management of Information, Attributes and Qualities of Information, Uses of Information Reasons for Initiating Information System (5'Cs), 7S Framework. MIS: Definitions, Benefits, functions, Characteristics, Role, Components of Information System- 	10		

Three Dimension of IS. Development Process, Managerial Decision-Making, Elements of Information System Model, MIS as a Pyramid, establishing an MIS, Implementing an MIS, MIS and Information Resources Management (IRM), Modules of MIS, MIS Tools and Selection. Security And Ethical Issues.		
3. INFORMATION SYSTEM		12
<ul style="list-style-type: none"> • Benefits and Success factors in the implementation of various Information • Transaction Processing System (TPS), Decision Support System (DSS), Office Automation System (OAS), Knowledge Management System (KMS), Content Management System (CMS), Executive Support System (ESS), Strategic Information System (SIS), Business Intelligence System (BIS), Business Process Reengineering (BPR), Enterprise Application Integration (EAI), Business Continuity Planning (BCP), Supply Chain Management (SCM), Customer Relationship Management (CRM), Enterprise Resources Planning (ERP) 		
4. ENHANCING & KNOWLEDGE MANAGEMENT		08
<ul style="list-style-type: none"> • Data warehouse, Data Mining • Expert System, Artificial Intelligence • Data Science, Blockchain 		
Lab:		45
<ul style="list-style-type: none"> • SAD: Exercise • Web creation tools: HTML: Build a simple HTML Document, Table, Frames, links, Form, adding multimedia documents and create a web page. • Google facilities Like form, Drive, sheet, docs, business solution etc. • MIS Case study, Information Module and Enterprise Module. • Intranet Portal applications: Address book, Support System, Document management, Event Management etc. • Data Entry, Edit, Delete operations in system. 		
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (20 Marks) • Case study - Assignment – Practical – Involvement • Exam -Unit test (20 Marks) 	
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam (60 Marks) • Exam Time : 2H 30 M 	
References		
<ul style="list-style-type: none"> • System Analysis and Design by Dr. Satish Patel, Self & Pothi.com Publication. • Management Information System by Dr. Satish Patel, Self & Pothi.com Publication. • Management Information Systems, Murty • Analysis and Design of Information Systems, Rajaraman, Prentice Hall • Laudon, Kenneth C. and Jane P. Laudon (2007). Management Information System- Managing the Digital Firm, 9/e; New Delhi: Prentice Hall • https://www.tutorialspoint.com/ • Jawadekar, Management Information System, Tata McGraw Hill, 2008, 7th Edition, New Delhi. 		

Program - Semester M.B.A (Rural Management) - 2	Code MRMG207	Name of subject Village Study	Compulsory
POs Aligned: 1,2,5		Credit : Teaching Hours - (2: 60)	
Course Objective			
<ul style="list-style-type: none"> ● To become aware of the grass root realities of rural sectors. ● To know the economic and social problems of the village. ● To acquire knowledge of long term and short term planning by doing SWOT analysis of the village 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> ● Acquire the skills to understand the village from a developmental perspective. ● Learn to analyze economic and social aspects. ● Learn to do SWOT analysis and acquire skills to design village development plan based on it. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> ● Lecture ● Case Study ● Assignment ● Problem Solving ● Field work 		<ul style="list-style-type: none"> ● Group Discussion ● Survey ● Self Study ● Team-Teaching ● Seminar 	
Detailed Syllabus			
Unit			Hours
<p>Village Study Segment is undertaken in second semester for exposing the students to the realities of the holistic view of the village life. It is two-week long duration. It is an attempt to develop desired sensitivity towards least person of rural society to helps them in appreciating constraints and possibilities for sustainable development; and gives them a flavor of community work at the grassroots level.</p> <p>For the purpose of village study, the students are sent to rural areas in different parts of the state. Each student is attached to a local host organisation and the members of the group stay in the identified villages. The student interact directly with the villagers as well as execute a small action-oriented task entrusted by the host organisation. The students are also expected to participate in collaborative research work with faculty members in identifying issues, challenges and strategies for the management of rural organisations.</p> <p>Village study exposes the students to the diverse problems the rural professionals face in their roles and the ways through which experienced rural managers cope with such problems. Such an exposure enables the students to develop the skills and attitudes required for actions in which they, in their careers as rural managers, will have major stakes.</p> <p>The CSRSM faculty closely interacts with students at all the stages of the Village Study Segment. They participate with students during a portion of the village study to guide and help them; they work with them in structuring their learning from the field for classroom discussions and presentations, and in writing their village study reports. Students' learning from village fieldwork is evaluated on the basis of their presentations and discussions in the seminars, reports submitted at the end of village study work, feedback</p>			75 (Field)

<p>from the village organisations, feedback from the faculty guides and individual interviews.</p> <p>The main objective of Village Study is to develop fact based understanding about the realities of rural life and the role of rural institution in implementation of government’s rural development schemes. The students could get basic insight about to measure rural living standard on the basis of Human Development Index. They could also have analytical vision about the role and working pattern of rural institutions</p>	
--	--

Assessment Method

<p>Assessment 100 Marks</p>	<ul style="list-style-type: none"> • Presentation (20 Marks) • Report writing (20 Marks)
	<ul style="list-style-type: none"> • Evaluation of Report & Viva (60 Marks)

References

- Census of India
- Govt websites
- District Panchayat website
- Village Profiles
- Various Research report and Library resources

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 2	MRMG208	Business Communication	Compulsory
POs Aligned: 8		Credit : Teaching Hours - (2: 30)	
Course Objective			
<ul style="list-style-type: none"> To foster an understanding of the communication process and cultivate effective communication skills. To understand the exemplary English writing samples, to enable to grasp the language's structure while fostering creativity and grammatical precision. To be acquainted with efficient listening, speaking and writing skills for business correspondence. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Develop and refine their written and oral communication skills, Be enabled to convey ideas, information, and messages effectively in a business context. Be equipped with the knowledge and practice needed to produce clear, concise, and professional business documents. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture 		<ul style="list-style-type: none"> Group Discussion 	
<ul style="list-style-type: none"> Seminar 		<ul style="list-style-type: none"> Supervised Assignment 	
<ul style="list-style-type: none"> Role Play 		<ul style="list-style-type: none"> Experiment 	
<ul style="list-style-type: none"> Self Study 		<ul style="list-style-type: none"> Demonstration 	
Detailed Syllabus			
Unit	Hours		
1. Basics of Communication <ul style="list-style-type: none"> Communication-Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance of Feed back Channels of communication, Types of communication, Dimensions of communication, Barriers to communication- Verbal, Non-Verbal, Formal, Informal communication Barriers to Effective Communication and ways to overcome them, Listening: Importance of Listening, Types of Listening, Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills 	06		
2. Grammatical Fundamentals <ul style="list-style-type: none"> Parts of Speech: nouns, verbs, adjectives, adverbs, pronouns, prepositions, conjunctions, and interjections Tenses Types of Voices. 	08		
3. Listening and Spoken Skills <ul style="list-style-type: none"> Audio and Video programmes for developing effective listening skills Conducting Presentation: Oral presentation, Debates, Speeches, Interview, Group Discussion, 	08		

English Pronunciation, Building Vocabulary		
4. Fundamental of Business Correspondence		08
<ul style="list-style-type: none"> • Format of Business Writings • Types of Business letters: Inquiry Letters, Complaint letter Persuasive letter, Proposal, Report Writing • Writing Resume, Application letter, E-correspondence, etc. 		
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (20 Marks) Presentation - Assignment – Involvement - Practical • Exam -Unit test (20 Marks) 	
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam + Viva (60 Marks) 	
References		
<ul style="list-style-type: none"> • M.K. Sehgal, Managerial communication, Excel Books, 2010 • Rohini Aggarwal, Business Communication, Organisation Management, Taxmann, 2010 • P.D. Chaturvedi, Business Communication Concepts Cases & Applications, 1e Pearson Education • Abha Sharma. Remedial English, Acme Learning • Shalini Sharma. Concepts of professional Communication, Acme Learning • Penrose. Business Communication for Managers, 5th edition, Cengage Learning, India 		

Program - Semester M.B.A (Rural Management) - 3	Code MRMG301	Name of subject Fields of Rural Development Management	Compulsory
POs Aligned: 5,6		Credit : Teaching Hours - (2: 30)	
Course Objective			
<ul style="list-style-type: none"> ● To create an understanding of the current status of various areas of village development mainly related to rural resource management and appropriate management measures for the same. ● Understand the role and importance of Natural farming in agriculture as the main occupation of rural sector in sustainable development. ● Develop an understanding of non-conventional energy sources and be equipped to make their future role more practical and nature friendly. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> ● Identify and evaluate appropriate management measures for effective rural resource management. ● Develop strategies to enhance village development through sustainable resource management practices. ● Assess the impact of Natural farming on sustainable development and rural livelihoods and plan to integrate Natural farming practices into rural agricultural systems for sustainable growth. ● Evaluate the potential of non-conventional energy sources to contribute to sustainable development. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> ● Lecture ● Seminar ● Case Study ● Quiz ● Field Visit 		<ul style="list-style-type: none"> ● Group Discussion ● Supervised Assignment ● Experiment ● Self Study 	
Detailed Syllabus			
Unit			Hours
1. Natural Farming Management <ul style="list-style-type: none"> ● Concept and Characteristics of Natural Farming, Major Components of Natural Farming, Status of Natural Farming in India, Importance of Natural Farming ● Current major problems and challenges in the Natural farming sector and solutions ● Government schemes for Natural farming, provisions for marketing of Natural produce 			7
2. Forest and Biodiversity Management <ul style="list-style-type: none"> ● General concept of forest and biodiversity, current status of forest and biodiversity and its implications ● Forest and Biodiversity Management- general concept, need, policy and implementation aspects; Environment Protection General Concept, Need, Global Warming; Cause, effect and preventive measures 			8

3. Energy Management		8
<ul style="list-style-type: none"> • Energy Management- General concept, understanding of green technology, current situation, current trends in energy and technology sector and their impact. • Role of energy and technology management in rural development • Appropriate or sustainable energy and technology – concept, need, form, analysis of its utility and strategy for its implementation • Government efforts, policies and plans in the field of energy and technology, their implementation status and corrective measures 		
4. Tribes Development		7
<ul style="list-style-type: none"> • Scheduled Tribes • Definition, Characteristics of Scheduled Tribes, Tribes of India and Gujarat • A brief introduction to the main policies for tribal development and the various schemes administered for them • Major problems and development issues of tribal areas, status of tribal development and displacement, responsible factors and preventive management measures 		
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (20 Marks) Presentation - Assignment – Case Study– Class Involvement • Exam -Unit test (20 Marks) 	
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam (60 Marks) • Exam Time : 2H 30 M 	
References		
<ul style="list-style-type: none"> • N.I.R.D. : Rural Development in India Some Facets • Vasant Desai : A Study of Rural Economy • Nanavati & Anjalina : The Indian Rural Problems • Sharma & Malhotra : Integrated Rural Development • Misra & Sharma : Problems and Prospects of Rural Development • Venkata Reddy K : Rural Development In India Poverty and Development • Lakshman & Narayan : Rural Development in India. 		

Program - Semester M.B.A (Rural Management) - 3	Code MRMG302	Name of subject Statistics in Research	Compulsory
POs Aligned: 9		Credit : Teaching Hours - (3: 45)	
Course Objective			
<ul style="list-style-type: none"> ● To develop an understanding of the role of statistics in research in the field of rural development. ● To acquire theoretical knowledge and practical skills in statistical data measurement, classification, tabulation and graphical analysis. ● To be familiar with descriptive statistical analysis and develop an understanding and practice of measures of central tendency and measures of dispersion. ● To develop knowledge of correlation and regression analysis to understand the interrelationship between different variables. ● To develop methodological skills to apply various parametric and non-parametric tests for hypothesis testing. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> ● Develop an aptitude for the application of various statistical techniques in research studies. ● Acquire in-depth knowledge of descriptive as well as inferential statistical analysis of data. ● Be equipped to contribute to high quality research work in the future. 			
Teaching Pedagogy			
● Lecture	● Group Discussion		
● Seminar	● Supervised Assignment		
● Quiz	● Self Study		
● Problem Solving	● Team-Teaching		
● Hands-on Activity	● Demonstration		
Detailed Syllabus			
Unit			Hours
1. Application of Statistics in Research			09
<ul style="list-style-type: none"> ● Use of Statistics in Research ● Scale of Measurement of Data ● Classification of Data – Frequency Distribution ● Tabulation and Graphical Analysis of Data 			
2. Measures of central Tendency			12
<ul style="list-style-type: none"> ● Mean, Median and Mode- Meaning, significance, computation and Interpretation ● Measures of Dispersion Range, Mean Deviation, Quartile Deviation and Standard Deviation - Meaning, significance, computation and Interpretation 			
3. Bi-Variate Analysis: Relationship and Inferences			12

<ul style="list-style-type: none"> • Correlation: Meaning, Utility, Types and Coefficient of Correlation • Regression: Meaning, Utility, Regression Line and Coefficient of Regression 		
4.	<ul style="list-style-type: none"> • Types of Hypothesis • Process of Hypothesis Testing • Use of Various Parametric and Non-Parametric Tests for Hypothesis Testing. • Computation of Statistical Measures by Computer Software and Interpretation 	12
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (20 Marks) Presentation – Practical- Assignment – Involvement • Exam -Unit test (20 Marks) 	
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam (60 Marks) • Exam Time : 2H 30 M 	
References		
<ul style="list-style-type: none"> • Statistical Research Methods, Roy Sabo and Edward Boone, Springer • Fundamental of Research Methodology and Statistics, Y. K. Singh, New Age International (P) Limited • Business Research Method, Prof. Dipa Gosai, Prof. A.R.Shah and others, Kumar Prakashan • Business Statistics, S. C. Gupta and Indra Gupta, Himalaya Publishing House • સંશોધન પદ્ધતિ: ડી. એ ઉચાટ • સંશોધન પદ્ધતિ : એ.જી શાહ અને જે.કે દવે. અનડા પ્રકાશન, અમદાવાદ. • સંશોધનની પાયાની સંકલ્પનાઓ (સંશોધન હાથપોથી), ડૉ. આર. એસ. પટેલ, જય પબ્લિકેશન, અમદાવાદ. • પ્રયુક્ત આંકડાશાસ્ત્ર, ડૉ. રમેશચંદ્ર ઠા. રતાણી, યુનિવર્સિટી ગ્રંથ નિર્માણ બોર્ડ, અમદાવાદ. 		

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 3	MRMG303	Production Management	Compulsory
POs Aligned: 3,4		Credit : Teaching Hours - (3: 45)	
Course Objective			
<ul style="list-style-type: none"> To develop an understanding about techno-managerial dimensions of production system for physical and service products among students; so that they could be equipped with necessary skills and knowledge to increase production quantitatively and qualitatively. To develop the desired sensitivity for grass-root level production system with operation business proficiency and innovation by applying land to lab approach of rural development. To ensure their contribution in the development of an individual, society, community and universe on sustainable production management ground. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Acquire theoretical knowledge about production management. Become acknowledged about the process of production management. Be able to develop skills and abilities to start their own industrial unit in the village. Assist the productive system of self-help groups running under village development activity through constructive approach in cost effective manner. Develop their own unique insight towards the sustainable production system based on Gandhi's thoughts which will be useful for the society and the universe. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture 		<ul style="list-style-type: none"> Gamification 	
<ul style="list-style-type: none"> Group Discussion 		<ul style="list-style-type: none"> Supervised Assignment 	
<ul style="list-style-type: none"> Case Study 		<ul style="list-style-type: none"> Role Play 	
<ul style="list-style-type: none"> Self Study 		<ul style="list-style-type: none"> Ask & Know Technique 	
<ul style="list-style-type: none"> Hands-on Activity 		<ul style="list-style-type: none"> Seminar 	
<ul style="list-style-type: none"> Team Teaching 			
Detailed Syllabus			
Unit	Hours		
1. Concept of Production Management	10		
<ul style="list-style-type: none"> Production Management: Meaning, Characteristics, Importance and Nature of Production Production System as per Gandhian Thoughts and Sustainable Development Production Management and Innovation in Rural Area Relation of Production Department with Other Departments 			
2. Production Development System	10		
<ul style="list-style-type: none"> Demand For Casting: Its Role in Production Management, Process and Methods Production Strategy: Meaning, Process and Importance Development of Product and Service: Meaning, Factors and Process 			

<ul style="list-style-type: none"> • General understanding of Six sigma, quality measurements and supply-chain management 		
3. Operation Management <ul style="list-style-type: none"> • Location selection- Importance, Factors and methods • Layout- Importance, Factors and Nature or types • Production Capacity Planning- Meaning and Strategy • General understanding about the use of Linier Programming, Production Scheduling- PERT & CPM and Shift Management in Production Management 		10
4. Inventory Management, Quality Control and the Study of Grass-root level Production Management System <ul style="list-style-type: none"> • Inventory Management- Meaning, Importance and Methods • Material Requirement Planning, Productivity, quality and Motivation • Guideline for the study of Grass-root level Production Management System • Presentation and discussion of the Study of Production unit of Rural Area 		15
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (20 Marks) Presentation - Assignment – Case Study – Class Involvement • Exam -Unit test (20 Marks) 	
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam (60 Marks) • Exam Time : 2H 30 M 	
References		
<ul style="list-style-type: none"> • रामानुज मजूमदार, प्रोडक्शन मेनेजमेन्ट, प्रिन्ट्स हॉल, नवी दिल्ली • Ramanuj Majoomdar, Production Management, Prints Hall, New Delhi • जेहन जे. जूजियस, प्रोडक्टिविटी प्लस, गल्फ पब्लिशिंग, टोक्यो • John G. Jujius, Productivity Plus, Gulf Publishing, Tokyo • गुप्ता अनिल के, ग्रास रूट इनोवेशन्स • Gupta Anil K, Grass root Innovations • नौलभा आर अेल., क्रियात्मक प्रबंध, आदर्श पब्लिकेशन्स, जयपुर (हिन्दी). 		

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 3	MRMG304	NGO Management	Compulsory
POs Aligned: 5		Credit : Teaching Hours - (3: 45)	
Course Objective			
<ul style="list-style-type: none"> To develop an understanding of the nature of voluntary organizations and their role and current relevance in rural development. To develop legal, administrative and managerial understanding of voluntary organization management. To develop an understanding of project development and management, personnel management and their social acceptability in the context of voluntary organization. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Have holistic understanding of the subject of voluntary organization management. Be familiarized with various problems to have basic understanding of solving various problems of social life through the intervention of voluntary organizations operating at the local level. Get initial guidance to become Gram Shilpi or preparing for Gram Vikas Yojana. Be able to start their own voluntary organization in accordance with Gandhian thought. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture Seminar Case Study Self Study Problem Solving 		<ul style="list-style-type: none"> Group Discussion Supervised Assignment Experiment Field Visit Project 	
Detailed Syllabus			
Unit			Hours
1. Voluntary Organizations: Types, Scope and Role <ul style="list-style-type: none"> Meaning of Voluntary Organization, Advantages and Disadvantages of Voluntary Organizations Types of Voluntary Organizations, Role of Voluntary Organizations Characteristics of Voluntary Organizations Vision, Mission, Goals, Objectives and Ideology of Voluntary Organizations 			10
2. Formation of Voluntary Organizations and Role of Voluntary Organizations in India <ul style="list-style-type: none"> As a trust Under the Societies Registration Act, 1860 As a nonprofit company Voluntary Movement- Pre-independence and post-Independence, development and growth of the voluntary sector Role of Voluntary Organizations in India's Development and Evaluation 			10
3. Financial Management in Voluntary Organizations and Funding in Voluntary Organizations <ul style="list-style-type: none"> Financial Accounting and Accounting Methodology Financial Management Audit 			10

<ul style="list-style-type: none"> • Sources of income • Fundraising – Government Funding, International Funding, Local Funding, Other Sources of Funding 		
4. Laws and Provisions on Taxation of Voluntary Organizations and Human Resource Management in Voluntary Organizations		15
<ul style="list-style-type: none"> • Income Tax Act, 1961 Provisions for Incorporated Voluntary Bodies, F.C.R.A. Registration • Credit Rating of Voluntary Institutions • Networking of Voluntary Organizations • Personnel Management Issues in Voluntary Organizations 		
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (20 Marks) • Presentation - Assignment – Involvement - GD • Exam -Unit test (20 Marks) 	
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam (60 Marks) • Exam Time : 2H 30 M 	
References		
<ul style="list-style-type: none"> • Capacity Building For NGOs: Making it Work by Rick James and John Hailey, Praxis Series • Principles of NGO Management, by Phiroshaw Camay and Anne J. Gordon (1997) ISBN 0-620-21371-X • Reddapa Reddy V & "NGO's and People's Role in Joint Forest Management", Chenna Reddy D Kurukshetra, august 1998 • Reddapa Reddy V " People's Participation and Forest Management in India: Few Emerging Issues", Asia Pacific Journal of Rural Development, January 2000 		

Program - Semester M.B.A (Rural Management) - 3	Code MRMG305	Name of subject ICT for Rural Management	Compulsory
POs Aligned: 8		Credit : Teaching Hours - (3: 45 +45 lab)	
Course Objective			
<ul style="list-style-type: none"> • Understand the Technology and Management • Understand the E-Commerce Technology and Management • Understand the E-government science and practices towards development and rural domain • Role of ICT in Sustainable development Technological advancement, innovation, trends and Featured Technology 			
Learning Outcomes (Lo's)			
<p>The syllabus will assess candidate's ability to:</p> <p>(A) Describe the concepts and vocabulary of e-commerce security (B) Recognize the skills necessary to design e-commerce security systems (C) Design secure payment systems (D) Describe the benefits of government online (E) Summarize the types of government information that can be made accessible online (F) Differentiate between government online and e-government and citizen-centred government (G) Overall importance of Technology management process, development and usages towards social and economic aspect.</p>			
Teaching Pedagogy			
<ul style="list-style-type: none"> • Lecture • Seminar • Case Study • Self Study • Project • Demonstration 	<ul style="list-style-type: none"> • Group Discussion • Supervised Assignment • Experiment • Problem Solving • Hands-on Activity 		
Detailed Syllabus			
Unit			Hours
1. Technology Management <ul style="list-style-type: none"> • Technology : Defination, Concept and Meaning, Types and Significance, Impact on Society • Management of Technology (MoT) • Invention and Innovation in Technology • Technology : Acquisition and Forecasting, Strategy, Adoption, Selection, Implementation, Aspect and Issues. • Technology Generation, Development and Transfer • ICT for Sustainable Development • GSWAN Technology, E-GRAM Concept • ICT Initiative by Government • Digital Gujarat, Digital India 			10
2. E-Governance			10

<ul style="list-style-type: none"> • E-Government : Concept, Benefit and Stages • E-Governance : Indicator (PPT), Implement Process (PPP) • E-Government Readiness and Framework • Technology and Standard: Data Center and Gateway • Security Management Model • Digital Divide and Model • E-Government and Cyber law • Managing E-Government 		
3. E-Commerce <ul style="list-style-type: none"> • Concept, Advantages and Disadvantages and Types of E-Commerce • E-Commerce System Architecture • Electronic Data Interchange • Electronic Payment System • Security in E-Commerce • Scope of M-Commerce, M-Commerce Application 		10
4. Featured Technology <ul style="list-style-type: none"> • Mobile technology and applications • Internet of Things and its Applications • Emerging Platforms - Cloud Computing • Green Computing • Insight into Big Data • GIS, GPS, Remote sensing • SaaS, IaaS, PaaS, NAS-SAN Network, Computer Control Devices • Internet Enabled TV, Robotics and 3D printing 		15
Lab: <ul style="list-style-type: none"> • Various Types of E-Commerce Example Practices • Electronic Payments like UPI, BHIM, PayTM, Net Banking, M2M and etc. • E-Government Case studies • Example of Cloud and IoT • ICT initiative by Government Case Study • ICT for Citizen • CSC Case Study 		45
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (20 Marks) Case study - Assignment – Involvement - Practical • Exam -Unit test (20 Marks) 	
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam (60 Marks) • Exam Time : 2H 30 M 	
References		
<ul style="list-style-type: none"> • E-commerce by Joshep, Tata McGraw-Hill Education 		

- E-Government by j. satyanarayana, Tata McGraw-Hill Education
- Management Of Technology by Khalil, Tata McGraw-Hill Education, 2009
- Management of Technology and Innovation by P N Rastogi SAGE Publications Pvt. Ltd
- ICT for Rural Perspective by Dr. Satish Patel & Dr. Rajiv Patel, Dr. Satish Patel, Self-Publication, Gandhinagar.
- Technology Management by Dr. Satish Patel, Self-Publication, Gandhinagar.
- E-commerce by Dr. Satish Patel, Self-Publication, Gandhinagar.
- E-Government by Dr. Satish Patel, Self-Publication, Gandhinagar.

Program - Semester M.B.A (Rural Management) - 3	Code MRMG306	Name of subject Data Analytics	Compulsory
POs Aligned: 8,9		Credit : Teaching Hours - (2: 45)	
Course Objective			
<ul style="list-style-type: none"> This is an introductory course that aims at familiarizing students with the basics of research design and quantitative analysis. This involves analyzing and evaluating statistical data with a view to addressing contemporary social science questions accordance with Management. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Understand the connection between statistic and research. Work with and analyze the actual dataset using spread sheet software and data mining software. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture 		<ul style="list-style-type: none"> Group Discussion 	
<ul style="list-style-type: none"> Supervised Assignment 		<ul style="list-style-type: none"> Experiment 	
<ul style="list-style-type: none"> Self Study 		<ul style="list-style-type: none"> Problem Solving 	
<ul style="list-style-type: none"> Hands-on Activity 		<ul style="list-style-type: none"> Demonstration 	
Detailed Syllabus			
Unit			Hours
Data Analysis Using Spread sheet software <ul style="list-style-type: none"> Questionnaire Design Variable : Data, Field and Record Code sheet and coding Data Entry in Sheet Statistical Function Data Analysis Tool 			10
Data Analysis Using Data mining Software <ul style="list-style-type: none"> Data and Variable Variable define Coding and measurement Record Entry Import data Recoding Multiple Response and compute Basic Statistical Analysis and Test Graphical Representation 			10
Lab: <ul style="list-style-type: none"> Libre Office (Calc) & MS Office (Excel) SPSS (Statistical Package for the Social Sciences) 			25

Assessment Method	
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (20 Marks) Case Study - Assignment – Involvement - Practical • Exam -Unit test (20 Marks)
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam + Viva (60 Marks)
References	
<ul style="list-style-type: none"> • Research Analytics: A Practical Approach to Data Analysis by Ajay Kumar Chauhan • IBM SPSS Statistics Step by Step: A Simple Guide and Reference 14th Edition by Darren George & Paul Mallery • A Handbook of Statistical Analyses using SPSS by Sabine Landau and Brian S. Everitt • Data Analytics by Dr. Satish Patel. 	

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 3	MRMG307	Research Work	Compulsory
POs Aligned: 1,2,3,7,9		Credit : Teaching Hours - (4: 120)	
Course Objective			
<ul style="list-style-type: none"> To have deep understanding of research methodology. To understand the techniques of data collection and data analysis. To develop competency to derive research findings and to solve the research problems 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Have a deep understanding of research methodology. Be skilled in various data collection and analysis techniques, and be competent in deriving meaningful research findings to solve research problems. Be equipped to conduct rigorous and ethical research, interpret data accurately, and communicate their findings effectively. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture Survey Self Study Team-Teaching Seminar 		<ul style="list-style-type: none"> Group Discussion Supervised Assignment Problem Solving Field work Library Work 	
Detailed Syllabus			
Unit			Hours
<u>Thrust areas:</u> Rural Community, Rural Participations, Watershed management, Rural HRD, Rural Finance, Agriculture, ICT for Rural Mass, Women Empowerment, Rural Youth, Child Development, Education, Institutional Development, Rural Industry and Non-farm Activities.			120 (75 +45)
Assessment Method			
Internal 40 Marks	<ul style="list-style-type: none"> Continuous (40 Marks) Field Work and Research Report Writing 		
External Assessment 60 Marks	<ul style="list-style-type: none"> Report Evaluation + Viva (60 Marks) 		
References			
<ul style="list-style-type: none"> Research Report Internet Resource Library Resource 			

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 4	MRMG401	Institutional Managerial Internship	Compulsory
POs Aligned: 2,3,4,5		Credit : Teaching Hours - (10: 450)	
Course Objective			
<ul style="list-style-type: none"> To have an opportunity to come in active interaction with different types of functions in the organization and to study its internal dynamics for a period of three months. To seek an opportunity to perform the manager's role and responsibilities and thereby to improve upon the managerial skills and concepts. 			
Learning Outcomes (Lo's)			
By the end of the internship, students will			
<ul style="list-style-type: none"> Have a deep understanding of organizational functions and their internal dynamics. Have hands-on experience in managerial roles, enhancing their decision-making, leadership, and practical application skills. Be prepare for future managerial positions by gaining insights into real-world organizational challenges and the opportunity to develop and improve their managerial competencies. Get an opportunity to be absorbed as an employee in the same organisation where he/she completes the internship. Develop entrepreneurial traits to initiate a fresh start-up 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture Experiment Self Study Project Field work Demonstration 		<ul style="list-style-type: none"> Group Discussion Survey Problem Solving Team-Teaching Seminar Collaborative Teaching 	
Detailed Syllabus			
Unit			Hours
The students of fourth semester are sent to various organizations for institutional internship with a view to providing them an opportunity to come in active interaction with different types of functions in the organization and to study its internal dynamics for a period of three months. In the process, they seek an opportunity to perform the manager's role and responsibilities and thereby they improve upon their managerial skills and concepts. Thus, they work actively in real work situations within different organizations. The students are required to submit internship work reports that are presented and discussed in the seminars.			450 (3 Months)
Assessment Method			
Internal 40 Marks	<ul style="list-style-type: none"> Continuous (40 Marks) Presentation (Faculty and Institute) 		
External Assessment 60 Marks	<ul style="list-style-type: none"> Report Evaluation + Viva (60 Marks) 		
References			
<ul style="list-style-type: none"> Research Report, Internet Resource, Library Resource 			

Program - Semester	Code	Name of subject	
M.B.A (Rural Management) - 4	MRMG402	Project Proposal	Compulsory
POs Aligned: 3		Credit : Teaching Hours - (2: 45)	
Course Objective			
<ul style="list-style-type: none"> • Develop the skills to develop (prepare) a proposal for a small business or development project that requires funding. • Will acquire knowledge and skills in project planning, design, implementation, management and evaluation in the field of interest 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> • Be able to develop a proposal for an educational, small business or development project for which fund is required. • Acquire knowledge and skills in planning, designing, implementing, managing and evaluating projects in an area of interest. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> • Lecture 		<ul style="list-style-type: none"> • Group Discussion 	
<ul style="list-style-type: none"> • Seminar 		<ul style="list-style-type: none"> • Supervised Assignment 	
<ul style="list-style-type: none"> • Experiment 		<ul style="list-style-type: none"> • Self Study 	
<ul style="list-style-type: none"> • Project 		<ul style="list-style-type: none"> • 	
Detailed Syllabus			
Unit	Hours		
Concept of the project <ul style="list-style-type: none"> • Meaning and characteristics of project, life cycle phases • Feasibility studies required for project planning • Technical feasibility, Economic and market feasibility, Financial feasibility • Managerial potential/feasibility 	15		
Project proposal <ul style="list-style-type: none"> • Preparation of sample project proposal • Project proposal formulation process 	15		
LAB	15		
Assessment Method			
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (40 Marks) Presentation, Exam (MCQ) 		
External Assessment 60 Marks	<ul style="list-style-type: none"> • Project Proposal + Viva (60 Marks) 		

References

- Meredith, Jack R. and Samuel J. Mantel (2010). Project Management, 7/e; New Delhi: Wiley India
- Gray F. Clifford and Erik W. Larson (2008). Project Management, 3/e; New Delhi: Tata McGraw-Hill
- Prasanna Chandra (2008). Projects - Planning, Selection, Financing, Implementation and Review, 6/e; New Delhi: Tata McGraw-Hill
- B.M. Patel : Project Management
- <https://my.msme.gov.in/MyMsmeMob/MsmeProjectProfile/Home.htm>
- <http://www.dcmsme.gov.in/schemes/ProjectReport.html>
- <http://msmeinfo.in/2017/09/18/pmegp-sample-project-profiles/>

Program - Semester	Code	Name of subject	Optional
M.B.A (Rural Management) - 4	MRMG403-11	Development Module	
POs Aligned: All		Credit : Teaching Hours - (10: 450)	

We at Department of Rural Management, Gujarat Vidyapith, are offering a two years full time Post-Graduation Programme- Master in Business Administration (Rural Management). During this programme, various Innovative Teaching-Learning techniques are implemented for the holistic development of students. It is believed that practical experience must be given to students in such a way that they can have field exposures and opportunities of interaction with real players in rural development field. Keeping this in view, Student Development Modules have been designed for the management students of last semester. In this course, we organize a workshop, group discussions and field visit with specified theme in association with organization having grass root level experience in the field of sustainable rural development.

In this work, we request various organizations to join hands with us by signing an Academic MOU with us. In this regard, Development Modules are as follows:

List of Elective Core Subjects			
Open Elective Core (Any Four)			
1.	જળ સંસાધન વ્યવસ્થાપન Water Resource Management	વૈકલ્પિક (Elective)	MRMGEC403
2.	કોર્પોરેટ સામાજિક જવાબદારી Corporate Social Responsibility	વૈકલ્પિક (Elective)	MRMGEC404
3.	ગ્રાહક સુરક્ષા અને જાગૃતિ Consumer Protection and Awareness	વૈકલ્પિક (Elective)	MRMGEC405
4.	કૃષિ વ્યવસાય વ્યવસ્થાપન Agri-Business Management	વૈકલ્પિક (Elective)	MRMGEC406
5.	સહભાગી ગ્રામ ચકાસણી Participatory Rural Appraisal	વૈકલ્પિક (Elective)	MRMGEC407
6.	સમુદાય શિક્ષણ Community Education	વૈકલ્પિક (Elective)	MRMGEC408
7.	વન વ્યવસ્થાપન Forest Management	વૈકલ્પિક (Elective)	MRMGEC409
8.	સૂક્ષ્મ ધિરાણ Micro Finance	વૈકલ્પિક (Elective)	MRMGEC410

Program - Semester M.B.A (Rural Management) - 4	Code MRMG403	Name of subject Water Resource Management (Development Modules)	Elective
POs Aligned: 1,2,5,7		Credit : Teaching Hours - (2: 45)	
Course Objective			
<ul style="list-style-type: none"> ● To understand the concept of Water Resource Management and various issues therein. ● To discuss geo-hydrology and ecological importance of participatory ground water management in recent times. ● To be sensitized towards the ground reality and water issues theoretically and practically with field exposure. 			
Learning Outcomes (Lo's)			
<p>By the end of this course, students will</p> <ul style="list-style-type: none"> ● Have a comprehensive understanding of the concepts and issues of water resource management. ● Acquire knowledge about geo-hydrology and the importance of participatory groundwater management. ● Be sensitized to real-world water issues through theoretical learning and practical field exposure, equipped with the skills and awareness needed to contribute to sustainable water resource management solutions. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> ● Lecture ● Seminar ● Quiz ● Self Study ● Project ● Hands-on Activity 		<ul style="list-style-type: none"> ● Group Discussion ● Supervised Assignment ● Collaborative Teaching ● Field Visit ● Team-Teaching ● Demonstration 	
Detailed Syllabus			
Unit			Hours
1 <ul style="list-style-type: none"> ● Ecological Importance of Water Resource Management ● Principles of Watershed Management ● Hydro-logical Cycle, Geo-Hydrological Considerations in Watershed Management ● Types of Precipitation, Rainfall Pattern, Distribution, Measurement, Runoff and Infiltration ● Watershed Demarcation, Runoff Estimation, etc 			10
2 <ul style="list-style-type: none"> ● Rainfall Analysis ● Fundamentals of Groundwater Geology, GW Type, Occurrence, Distribution ● Factors Affecting Water Movement in Soils, Rock Properties Affecting Groundwater 			10

<ul style="list-style-type: none"> • Importance of Groundwater in Development - Rural and Urban • Groundwater Status of Gujarat State, Water Resource Problems in Gujarat • Groundwater Exploration Techniques 		
3	<ul style="list-style-type: none"> • Groundwater Pollution, Mechanism and Remedies Management • Water Level Fluctuation and Groundwater Issues • Participatory Ground Water Management Experience- • Traditional and Modern water conservation techniques 	10
4	<ul style="list-style-type: none"> • Water Resource Development and Management Initiatives, Central Level Government Structure • Water Quality Parameters - Standards for Drinking Water and Irrigation Water • Well Inventory and Its Significance • Resource Management Strategies based on Water Level Contours and Analysis • Resource Management Strategies based on Hydrograph • Decentralized Drinking Water Planning Techniques, Gender and Water 	10
Field Visit		5
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (40 Marks) Presentation, Assignment, GD, Involvement 	
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam + Quiz (60 Marks) 	
References		
<ul style="list-style-type: none"> • Sahabhagi Bhugarbh Jal Vyavstahpan -1 and 2 -Training books prepared by Arid Communities and Technologies-Bhuj • Watershed Management Manual and Guideline • Groundwater by H.M. Raghunath • Groundwater Hydrology by David KeithTodd 		

Program - Semester M.B.A (Rural Management) - 4	Code MRMG404	Name of subject Forest Management (Development Modules)	Elective
POs Aligned: 1,2,7		Credit : Teaching Hours - (2: 45)	
Course Objective			
<ul style="list-style-type: none"> • To make sensitive about environment issues. • To inculcate forest management skills with society. • To understand the importance of bio diversity among the students. 			
Learning Outcomes (Lo's)			
<p>By the end of this course, students will</p> <ul style="list-style-type: none"> • Understanding of Ecological Principles. • Sustainable Forest Management Practices. • Socioeconomic Aspects of Forest Management. • Forest Policy. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> • Lecture • Seminar • Quiz • Self Study • Project • Hands-on Activity • Collaborative Teaching 		<ul style="list-style-type: none"> • Group Discussion • Supervised Assignment • Survey • Field Visit • Team-Teaching • Demonstration 	
Detailed Syllabus			
Unit			Hours
1. Basic concept of forest and bio diversity present situation of forest and bio-diversity and its impact Role of Forest and bio diversity in rural development			10
2. Management of forest and bio diversity- concept, need, working policy, Environment Protection, Global Warming- cause, effects and require steps			10
3. People's participation in protection of forest and bio diversity, conceptual clarity about JFM (joint forestry Management)			10
Field Visit and Report			15
Assessment Method			
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (40 Marks) Presentation, Practical, GD, Involment 		
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam + Viva (60 Marks) 		
References			
<ul style="list-style-type: none"> • Organisational and Internet resource 			

Program - Semester M.B.A (Rural Management) - 4	Code MRMG405	Name of subject Consumer Protection and Awareness (Development Modules)	Elective
POs Aligned: 4		Credit : Teaching Hours - (2: 45)	
Course Objective			
<ul style="list-style-type: none"> ● To equip students about consumer rights ● To inform about various types of frauds done to customers ● To provide an understanding of checking the accuracy of items ● To inform about the preventive measures and procedure available after fraud ● To sensitize students and society through practical work on consumer awareness in society. 			
Learning Outcomes (Lo's)			
By the end of this course, students will be aware about			
<ul style="list-style-type: none"> ● Consumer rights and unfair business practices and will aware also for society. ● The role of consumer education and research center (cerc), ahmadabad ● The legal provision and available system against fraud and unfair business practices. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> ● Lecture ● Seminar ● Quiz ● Self Study ● Project ● Hands-on Activity ● Collaborative Teaching 		<ul style="list-style-type: none"> ● Group Discussion ● Supervised Assignment ● Survey ● Field Visit ● Team-Teaching ● Demonstration 	
Detailed Syllabus			
Unit			Hours
1 Consumer Protection and Consumer Rights			10
<ul style="list-style-type: none"> ● Understanding of consumer protection related technical and legal terminology and their definitions ● Consumer Rights, Fraud and unfair business practices 			
2 Organizational Set up and legal provision for consumer protection and awareness			10
<ul style="list-style-type: none"> ● Consumer Education and Research Center (CERC), Ahmadabad: Organization and function ● Provisions against Fraud and unfair business practices ● Understanding about legal provision and redressal measures and Process available at Consumer Education and Research Center (CERC), Ahmadabad 			
3 Emerging Trends in consumer protection and General Research			10
<ul style="list-style-type: none"> ● Environmental Awareness about goods among consumers ● Current Cyber Crime, E-Commerce and Other unfair business practices ● Dialogue with society and research about concurrent issues of consumer protection 			
Field Visit and Report			15

Assessment Method	
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (40 Marks) Presentation, Survey, GD, Involment
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam + Viva (60 Marks)
References	
<ul style="list-style-type: none"> • Organisational and Internet resource 	

Program - Semester M.B.A (Rural Management) - 4	Code MRMG406	Name of subject Community Education (Development Modules)	Elective
POs Aligned: 2,4		Credit : Teaching Hours - (2: 45)	
Course Objective			
<ul style="list-style-type: none"> ● Understand the meaning and importance of community education. ● Participatory method of community education. ● Understanding about community transformation. 			
Learning Outcomes (Lo's)			
<p>By the end of this course, students will</p> <ul style="list-style-type: none"> ● Understanding of Community Dynamics ● Community Engagement and Facilitation ● Advocacy and Social Change ● Interpersonal and Communication Skills ● Cultural Competence ● Ethical and Reflective Practice 			
Teaching Pedagogy			
<ul style="list-style-type: none"> ● Lecture ● Seminar ● Quiz ● Self Study ● Project ● Hands-on Activity ● Collaborative Teaching 		<ul style="list-style-type: none"> ● Group Discussion ● Supervised Assignment ● Survey ● Field Visit ● Team-Teaching ● Demonstration ● 	
Detailed Syllabus			
Unit			Hours
1. Indian Education System <ul style="list-style-type: none"> ● Background of Indian Education System and Role of Community Education, ● Need, definition, concept and scope. ● Interrelationships of individual, community and society. 			5
2. A developed and learning community <ul style="list-style-type: none"> ● Characteristics of a developed and learning community. ● Prevailing Characteristics of Indian Communities : Conservatism-Progressivism, ● Chadsachadasi- harmony, aspirations-hard work, lack of care for education, ● Absence of social leadership-developmental leadership. 			5
3. Principles of Socio-Community Change <ul style="list-style-type: none"> ● Principles of socio-community change and corresponding planning programmes ● Principles of Community Education, Practitioners of Community Education ● Motivational Profile 			5

4. Preparedness of Community Education Motivators/Activists		5
<ul style="list-style-type: none"> Public Relations, communication and page-based qualitative surveys 		
Practical <ul style="list-style-type: none"> write a report on a short program through Media-Tech. To survey and report the selected community and plan community education program based on it. 		25
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> Continuous (40 Marks) 	Presentation, Survey, Assignment, Quiz
External Assessment 60 Marks	<ul style="list-style-type: none"> Term end exam + Viva (60 Marks) 	
References		
<ul style="list-style-type: none"> Organisational and Internet resource 		

Program - Semester M.B.A (Rural Management) - 4	Code MRMG407	Name of subject Agribusiness Management (Development Modules)	Elective
POs Aligned: 1,2,5,7		Credit : Teaching Hours - (2: 45)	
Course Objective			
<ul style="list-style-type: none"> To understand the concept of Agribusiness Management and various issues therein. To discuss agribusiness policies, problems, changing scenario and emerging trends in this field. To be sensitive towards the ground reality and agricultural issues. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Know about Agribusiness Management Practices. Have knowledge about international trade and emerging trends in production, processing, marketing and exports business environment. Understand the ground reality and agricultural issues theoretically and practically with field exposure. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture Seminar Quiz Self Study Project Hands-on Activity 		<ul style="list-style-type: none"> Group Discussion Supervised Assignment Survey Field Visit Team-Teaching Demonstration 	
Detailed Syllabus			
Unit	Hours		
1 Agribusiness: Concept, Policy and Strategy <ul style="list-style-type: none"> Agribusiness – Definition and Nature Introduction to Agribusiness Management, Components of agribusiness management Agribusiness policies- Concept and formulation; New dimensions in Agri business environment and policy. Problems and policy changes in the country relating to farm supplies, farm production, agro processing, agricultural marketing, agricultural finance, etc. Changing dimensions of agricultural business- Impact of liberalization, privatization and globalization on Agri business sector. 	10		
2 International trade and Emerging trends in production, processing, marketing and exports <ul style="list-style-type: none"> International trade- basic concepts, WTO and its implications for Indian agriculture sector Emerging trends in production, processing, marketing and exports Agri business research, Food processing and value addition Marketing of agri products, Co-operatives and farmers organizations. Organic farming and scope for future, Agri export-import management, Government 	10		

interventions		
3. Practical and Exposure Visits		25
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (40 Marks) Presentation, Survey, Assignment, Involvement 	
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam + Viva (60 Marks) 	
References		
<ul style="list-style-type: none"> • Organisational and Internet resource 		

Program - Semester M.B.A (Rural Management) - 4	Code MRMG408	Name of subject Participatory Rural Appraisal (Development Modules)	Elective
POs Aligned: 1,2,4		Credit : Teaching Hours - (2: 45)	
Course Objective			
<ul style="list-style-type: none"> • Students will gain the ability to critically analyze rural issues through community engagement, using PRA tools and techniques to assess local needs, resources, and priorities. • Students will learn how to effectively engage with rural communities, fostering a sense of ownership and empowerment among local people in the decision-making process. 			
Learning Outcomes (Lo's)			
By the end of this course, students will be aware about			
<ul style="list-style-type: none"> • Enhanced Analytical Skills • Community Engagement and Empowerment • Practical Field Experience • Culturally Sensitive Approaches • Problem-Solving Abilities • Collaboration and Teamwork • Ethical Considerations 			
Teaching Pedagogy			
<ul style="list-style-type: none"> • Lecture 		<ul style="list-style-type: none"> • Group Discussion 	
<ul style="list-style-type: none"> • Seminar 		<ul style="list-style-type: none"> • Supervised Assignment 	
<ul style="list-style-type: none"> • Quiz 		<ul style="list-style-type: none"> • Survey 	
<ul style="list-style-type: none"> • Self Study 		<ul style="list-style-type: none"> • Field Visit 	
<ul style="list-style-type: none"> • Project 		<ul style="list-style-type: none"> • Team-Teaching 	
<ul style="list-style-type: none"> • Hands-on Activity 		<ul style="list-style-type: none"> • Demonstration 	
<ul style="list-style-type: none"> • Collaborative Teaching 		<ul style="list-style-type: none"> • 	
Detailed Syllabus			
Unit			Hours
1. Introduction to Participatory Rural Appraisal (PRA):			10
<ul style="list-style-type: none"> • Meaning and Definition of PRA • Features of PRA • Objectives of PRA • Principles and Ethics of PRA • Advantages and Disadvantages of PRA 			
2. Methods of Participatory Rural Appraisal (PRA):			10
<ul style="list-style-type: none"> • PRA Tools and Techniques • Data Collection Methods in PRA 			

<ul style="list-style-type: none"> • Visualization and Presentation Techniques 		
Fieldwork Preparation and Execution Report		25
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (40 Marks) Presentation, Survey, Assignment, Quiz 	
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam + Viva (60 Marks) 	
References		
<ul style="list-style-type: none"> • Organisational and Internet resource 		

Program - Semester M.B.A (Rural Management) - 4	Code MRMG409	Name of subject CORPORATE SOCIAL RESPONSIBILITY (Development Modules)	Elective
POs Aligned: 2,9		Credit : Teaching Hours - (2: 45)	
Course Objective			
<ul style="list-style-type: none"> ● To understand the scope and complexity of corporate social responsibility. ● To gain knowledge of the impact of CSR implementation on societies ● To acquire skills to frame and design CSR policies and practices appropriate to the Indian workplace 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> ● Know the Corporate Social Responsibility of different sector. ● Be able to use the acquired skill for proper sustainable Corporate Social responsibility management. 			
Teaching Pedagogy			
● Lecture	● Group Discussion		
● Seminar	● Supervised Assignment		
● Quiz	● Survey		
● Self Study	● Field Visit		
● Project	● Team-Teaching		
● Hands-on Activity	● Demonstration		
● Collaborative Teaching	●		
Detailed Syllabus			
Unit			Hours
1 Corporate Social Responsibility (CSR) Concept			10
<ul style="list-style-type: none"> ● Introduction of CSR, Evolution of CSR, Importance of CSR and its scope ● Fundamentals of CSR, Business, Government, Society, Sustainability and CSR ● Basic approach to CSR 			
2 Practicing Corporate Social Responsibility			10
<ul style="list-style-type: none"> ● Different type of CSR activities ● The Role of Entrepreneurs/ CEOs/ Managers/ HR and Executives /NGOs working on CSR projects ● Organization structure, roles and responsibilities of people working in CSR organization ● Values, Ethics, Social Responsibilities, Mission and Vision of NGOs practicing the CSR Projects ● Steps to successful and sustainable CSR projects ● Evaluating the Performance of CSR Projects 			
3 Case studies and report			25

Assessment Method	
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (40 Marks) Presentation, Survey, Assignment, Quiz
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam + Viva (60 Marks)
References	
<ul style="list-style-type: none"> • Organisational and Internet resource 	

Program - Semester M.B.A (Rural Management) - 4	Code MRMG410	Name of subject MICRO FINANCE (Development Modules)	Elective
POs Aligned: 4,9		Credit : Teaching Hours - (2: 45)	
Course Objective			
<ul style="list-style-type: none"> Familiarize with the basic concept of microfinance, historical background, products designing, operational procedures, infrastructure development for micro finance, legal framework and prudential regulation. Provide knowledge of micro finance practices in India with SHGs. Will be able to understand the role of rural microfinance in poverty reduction and give practical knowledge on microfinance practices. 			
Learning Outcomes (Lo's)			
By the end of this course, students will			
<ul style="list-style-type: none"> Understand Microfinance Principles Be able to do financial Analysis and Management of micro finance Design and Implementation of Microfinance Products Have Social Impact Assessment understanding. 			
Teaching Pedagogy			
<ul style="list-style-type: none"> Lecture 	<ul style="list-style-type: none"> Group Discussion 		
<ul style="list-style-type: none"> Seminar 	<ul style="list-style-type: none"> Supervised Assignment 		
<ul style="list-style-type: none"> Quiz 	<ul style="list-style-type: none"> Survey 		
<ul style="list-style-type: none"> Self Study 	<ul style="list-style-type: none"> Field Visit 		
<ul style="list-style-type: none"> Project 	<ul style="list-style-type: none"> Team-Teaching 		
<ul style="list-style-type: none"> Hands-on Activity 	<ul style="list-style-type: none"> Demonstration 		
<ul style="list-style-type: none"> Collaborative Teaching 	<ul style="list-style-type: none"> 		
Detailed Syllabus			
Unit			Hours
Unit 1			10
Introduction to Micro Finance - meaning, characteristics, advantages & disadvantages			
Micro Finance and development (especially rural development)			
Financial inclusion status in India			
Challenges to Micro Finance			
Current status of Micro Finance and the government policy (RBI Guideline)			
Unit 2			10
Models for Micro Finance - women empowerment and Micro Finance			

Group formation for Micro Finance (SHG) - process and requirements		
Group finance process and group management		
Case studies (SEWA Banks, Myrada)		
Visit to successful SHGs		
Case studies and report		25
Assessment Method		
Internal 40 Marks	<ul style="list-style-type: none"> • Continuous (40 Marks) Presentation, Survey, Assignment, Quiz 	
External Assessment 60 Marks	<ul style="list-style-type: none"> • Term end exam + Viva (60 Marks) 	
References		
<ul style="list-style-type: none"> • Rath, B.N. (2011). Livelihood and Microfinance, Navyug Books International, New Delhi. • Rath, B.N. (2011). Microfinance and Micro Credit Investment, Navyug Books International, New Delhi. • Lalitha, N. (2008). Readings in Micro Finance, Dominate Publishers and Distributors, Delhi. • Branch, Brian & Janette Klaehn. Striking the Balance in Microfinance: A Practical Guide to Mobilizing Savings. PACT Publications, Washington, 2002. • Dowla, Asif & Dipal Barua. The Poor Always Pay Back: The Grameen II Story. Kumarian Press Inc., Bloomfield, Connecticut, 2006. • Hirschland, Madeline (ed.) Savings Services for the Poor: An Operational Guide. Kumarian Press Inc., Bloomfield CT, 2005. • Ledgerwood, Joanna and Victoria White. Transforming Microfinance Institutions: Providing Full Financial Services to the Poor. World Bank, 2006. • Rutherford, Stuart. The Poor and Their Money. Oxford University Press, Delhi, 2000. • Organisational and Internet resource 		