

***MASTER OF BUSINESS  
ADMINISTRATION  
Specialization: Major Minor  
E Business  
Rural Management  
Mass Communication  
Social Works***

**SYLLABUS**



**2015-17**

**Faculty of Management Studies  
M.L. Sukhadia University  
UDAIPUR (RAJ.)**

## **THE PROGRAMME**

The Master of Business Administration (MBA-E-Business, RM, SW and Mass Com.) is a two year full-time program. The nomenclature parenthesis is to be replaced with major minor specialization. The course structure and program administration are as follows:

## **COURSE OBJECTIVES**

The traditional educational environment is changing rapidly as learners seek the flexibility in making choice of specialization in general and subjects or modules in particular. The educational institutions too have to design the courses which are customized. The present course is designed considering the long debated issue of customized education. Initially, three fastest growing sectors have been chosen to offer specialization and learners are given flexibility of making choice of modules. Each module is designed to cover a theme of a particular specialization.

Mass communication as business opportunity has been given due attention in the recent past in India. The country blooming with tons of mass communication units in the form of TV channels, newspaper agencies and advertising firms is testimony to the fact. Realizing this fact, a specialization in mass communication has been offered. An individual trained in the field has the chance to build a career for himself in the news media industry, publishing industry or the public relations departments of various companies as well as jobs in research institutes.

More than seventy percentage of Indian population live in villages. The development of rural areas has always been prime focus of our government. The central as well as state government has initiated various schemes for development. The popularity of MNAREGA is an example. The participation of management professionals in implementation of these kinds of schemes can enhance the pace of rural development. In the similar manner the manufacturing as well as service organizations have also started searching the markets of their product in rural areas. The popularity of technologically sound products like mobiles, computers, E-choupals etc. is strong evidence. The professionals opting for rural management and social works may be absorbed in government, public, private organizations and NGOs for various activities.

With the advent of technology the walk of business has also changed rapidly. The traditional trading has been replaced by electronic business. E-business improves information flow and utilizes technology to provide business solutions. The increasing shift of traditional to electronic business has created a demand of management professionals trained in this electronic medium of doing business.

Thus the present course will provide trained management professionals for media, rural and e-business organizations.

## **ADMISSION**

**Intake:** 60 seats (Including 9 Business Sponsored seats)

**Eligibility:** Graduation (10+2+3) 50% (For SC/ST/OBC as per University Rules)

**Admission Process:**

The Admission procedure for 51 seats will be as under:

- MAT Scores above 60 percentile or CMAT or Own admission test followed by Group Discussion and Personal Interview.
- Relaxations for SC/ST/OBC candidates will be given in MAT Scores to fill up the required quota seats.
- The Weightage of Group Discussion and Personal Interview will be 20%.
- A combined merit list on the basis of marks obtained by candidates will be prepared out of 80% for MAT Scores/CMAT/own test and 10% for GD and 10% for PI. The students will be admitted from the list.
- Or any admission procedure devised by admission committee.
- The admission for 9 Business Sponsored Seats will be done separately. A merit will be prepared on the basis of educational and professional weightage index consisting of 10% weightage for 10<sup>th</sup> class, 20% weightage for 12<sup>th</sup> class, 30% weightage for graduation, 20% weightage for MAT Score/own test and 20% weightage for supervisory or managerial experience in a limited company (Maximum Upto 5 years ie. 4 marks each year for a index of 100).

**Reservation:** As per M. L. S. University rules (refer to University admission Bulletin)

**COURSE FEE**

- For Normal Seats: 75000/- Per Annum
- For Business Sponsored Indian National Residents 1,75,000/-
- For Business Sponsored Seats: \$4500 Per Annum

**OTHER INFORMATIONS:**

- The students may be taken to Indian and International tours on sharing basis.
- As a part of Industry –academia interaction and practical exposure industry visits, camps to local rural areas will be organized.
- Study materials viz study notes, cases, class presentation photocopies will be provided to students free of cost.

**For all other rules and regulations please refer to university admission bulletin.**

## **COURSE STRUCTURE**

The programme has been organized in two years-First Year and Second Year, each year comprising two semesters. The list of papers offered during First Year and Second Year of the programme shall be as follows:

### **FIRST YEAR**

#### **Semester-I**

MS-101	Management Process and Organizational Behaviour
MS-102	Quantitative Methods
MS-103	Managerial Economics
MS-104	Environment and Management
MS-105	Business Communication
MS-106	Indian Ethos and Values
MS-107	Accounting For Managers
MS-108	Computers and MIS

#### **Semester-II**

MS-201	Business Legislation
MS-202	Business Policy and Strategic Analysis
MS-203	Human Resource Management
MS-204	Financial Management
MS-205	Marketing Management
MS-206	Production and Operation Management
MS-207	Research Methodology
MS-208	International Environment and Management

### **FINAL YEAR**

#### **Semester-III**

MS-301	Entrepreneurship Development
MS-302	Summer Training Project Report
MS-303	Module Major: Paper-1
MS-304	Module Major: Paper-2
MS-305	Module Major: Paper-1
MS-306	Module Major: Paper-2
MS-307	Module Minor: Paper-1
MS-308	Module Minor: Paper-2

#### **Semester-IV**

MS-401	Module Major: Paper-1
MS-402	Module Major: Paper-2
MS-403	Module Minor: Paper-1
MS-404	Module Minor: Paper-2
MS-405	Major Research Project

## **Summer Training**

At the end of second semester, all students will have to undergo summer training of probably 6 weeks with an organization by taking up a project study. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the department in organizations as approved by the Department / Faculty from time to time. Each student will be required to submit a project report to the Department / Faculty for the work undertaken during this period within five weeks of the commencement of the third semester for the purpose of evaluation in the fourth semester.

## **PROGRAMME ADMINISTRATION (*SUGGESTED GUIDELINES*)**

### **Evaluation**

(i) Each paper will carry 100 marks of which minimum of 20% of marks should be for internal assessment and remaining percentage of marks is for written examination. The duration of written examination for each paper shall be three hours.

(ii) The internal assessment marks shall be based on factors such as: Participation in seminars, case discussions and group work activities

\* Class tests, quizzes, individual and group oral presentations

\* Submission of written assignments, term papers and viva-voce

\* Class-room participation and attendance

There will be one mid term class test which will carry 10 marks. If any candidate does not appear in any of the mid term tests on medical or other valid grounds, he may appear in the defaulter test by depositing a fee of Rs. 150/- per course.

The course for the mid term test will be first two units but the defaulter test coverage will be entire course. Home Assignment, individual, group presentation and attendance will carry 10 marks.

(iii) The scheme of evaluation of project studies shall be as follows:

(a) For Paper MS-302, a project report based on the summer training will have to be submitted within five weeks from the commencement of third semester. The written part of the project studies shall account for 70% of marks and remaining 30% shall be on the basis of industry evaluation or internal assessment. A continuous tracking of student on summer training through faculty visits; telephonic feedbacks etc. and written part shall be the basis of internal evaluation of project report.

(b) Paper MS-405, final Major Research project study shall commence in the beginning of fourth semester and the report should be submitted towards the end of fourth semester. This research project will carry 200 marks weight. The candidate has to approach specialization related industry and in joint supervision of Industry representative and Faculty members of FMS, the Project is to be completed. The project may even be in form of research project in relevant field. The candidate has to be in touch of industry/ field

visit for a minimum period of 10 weeks for completing the project and has to attach a certificate of originality of work. The written part and the viva-voce to be conducted by a duly constituted examination board for the specialization oriented project studies shall account for 70% of marks and the remaining 30% of marks of internal evaluation are to be awarded by respective industry representative and faculty members. The internal evaluation by faculty for written portion shall account for 20% of total marks while in 10% against participation and attendance at industry or field work.

### **Promotion and Span Period**

- (i) The span period of the programme is four years from the date of registration in the programme.
- (ii) The minimum marks for passing the examination for each semester shall be 40% in each paper and 50% in aggregate for all the courses of the semester.
- (iii) To be eligible for promotion to the second year of the programme, a student must clear successfully at least 12 papers out of the 16 papers offered during first year of the programme.
- (iv) The degree shall be awarded to successful students on the basis of the combined results of first year and second year examinations as follows:
  - Securing 60% and above : Ist Division -
  - All other : IInd Division
- (v) A student to be eligible for award of degree has to clear all the papers offered during two-year programme within the span period.

*The Institute/Universities may evolve their own Grading System for evaluation.*

### **Re-examination**

A candidate who has secured minimum marks to pass in each paper but has not secured the minimum marks required to pass in aggregate for the semester concerned may take re-examination in not more than two papers to obtain the aggregate percentage required to pass the semester.

A regular student will be allowed to re-appear in any paper in any semester. However, the total number of attempts for a paper shall not exceed four during the span period of the programme. As regards the ex-students, they will be allowed to re-appear in papers only in the semester examination when held, subject to total number of attempts for a paper not exceeding four during the span period of the programme.

### **Selection of Optional Papers :**

Four modules to be opted by the candidate will have to be opted from one optional area which will be called as major elective and two modules to be opted by the candidate will have to be opted from another optional area which will be called as minor elective.

Out of four modules of major electives, the candidate will opt two modules in III semester and one module in IV semester.

From the minor elective area, out of two optional modules one will be opted in III semester and one in IV semester.

The optional area to be introduced in a session will be notified by the Coordinator/Course Director in the beginning of the session. It is not necessary to introduce all the optional area in every session.

For every major elective group the minimum number of students must be not less than 25.

### **Attendance**

No candidate shall be considered to have pursued a regular course of study unless he/she is certified by the Head/Dean of the Department/Faculty to have attended the three-fourths of the total number of classroom sessions conducted in each semester during his/her course of study. Any student not complying with this requirement will not be allowed to appear in the semester examination. However, the Head/Dean may condone the required percentage of attendance by not more than 10 per cent during a semester.

A student not allowed to appear in the preceding semester examination due to shortage of attendance, may appear in the papers of the preceding semester along with the papers of current semester after making up the attendance shortfall. Remedial classes, however, will not be arranged by the Department/ Faculty for the purpose.

# *Semester - I*

## **MS-101 to MS-108**

### **MS-101: Management Process And Organizational Behaviour**

#### **Objectives**

The objective of this paper is to familiarize the student with basic management concepts and behavioural processes in the organization.

#### **Course Contents**

- I. Management: Nature, meaning and significance of management, managerial functions skills and roles in organization, Evolution of management thought, comparative management schools of thoughts. Planning: The nature and purpose of planning, objectives, strategies, policies and planning premises, decision making.
- II. Understanding and Managing organizational system - Organizational design and structure, Organizational Dynamics, Organizational Conflict, Work stress. Organizational Climate and Culture; Power and Politics; Organizational Change Effectiveness and Development; Organizational Learning; Creativity and Innovation
- III. Understanding and Managing Individual behaviour - Personality, Perceptions, Values, Attitudes, Learning, Work Motivation, Individual decision making and problem solving.
- IV. Understanding and managing group processes - Interpersonal and group dynamics, applications of emotional intelligence in organizations, group decision making, Leadership and Influence process,
- V. MBO, Staffing and Directing. Controlling: control techniques, Intergroup Behaviour and Collaboration; Management of Gender Issues; Cross- Cultural Dynamics.

#### **Suggested Readings**

1. *Koontz, H and Wehrich, H. Management. 10th ed., New York, McGraw Hill, 1995.*
2. *Luthans, F. Organizational Behaviour. 7th ed., New York, McGraw Hill, 1995.*
3. *Robbins, S P. Management. 5th ed., New Jersey, Englewood Cliffs, Prentice Hall Inc., 1996.*
4. *Robbins, S P. Organizational Behaviour. 7th ed., New Delhi, Prentice Hall of India, 1996.*
5. *Singh, Dalip Emotional Intelligence at Work, Response Books, Sage Publications, Delhi, 2001*
6. *Staw, B M. Psychological Dimensions of Organizational Behaviour. 2nd Ed., Englewood Cliffs, New Jersey, Prentice Hall Inc., 1995.*
7. *Stoner, J. etc. Management. 6th ed., New Delhi, Prentice Hall of India, 1996.*

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.



## **MS-102: Quantitative Methods**

### **Objectives**

The objective of the course is to make the students familiar with some basic statistical and linear programming techniques. The main focus, however, is in their applications in business decision making.

### **Course Contents**

- I. Matrices and their Application, Markov's Analysis, Functions and Progressing of Business applications.
- II. Frequency Distribution and their Analysis; Measures of Central Tendency, Standard Deviation, Variance.
- III. Correlation and Regression Analysis, Time Series Analysis and Forecasting.
- IV. Probability Theory and Probability Distributions - Binomial, Poisson, Normal and Exponential.
- V. Evolution of Management Science, Linear Programming - Basic concepts, Model Formulation, Solution Methods, Duality, Transportation and Assignment, Decision Theory and Decision Trees, Quantitative Methods Packages.

### **Suggested Readings**

1. *Chadha, N. K. Statistics for Behavioral and Social Scientists, Reliance Publishing House, Delhi, 1996*
2. *Gupta, S P and Gupta M P. Business Statistics. New Delhi, Sultan Chand, 1997.*
3. *Kazmier, L J and Pohl, N F. Basic Statistics for Business and Economics. New York, McGraw Hill, 1988.*
4. *Levin Richard I and Rubin David S. Statistics for Management. New Jersey, Prentice Hall Inc., 1995.*
5. *Narag, A S. Linear Programming and Decision Making. New Delhi, Sultan Chand, 1995.*
6. *Sharma, J.K. Fundamentals of Operations Research, Macmillan, New Delhi, 2001*
7. *Terry, Sineich. Business Statistics by Examples. London, Collier Mac Millian Publishers, 1990*
8. *N.D Vora*

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

## **MS-103 : Managerial Economics**

### **Objectives**

The Objectives of this course is to acquaint the participants with concepts and techniques used in Micro-Economic Theory and to enable them to apply this knowledge in business decision-making. Emphasis is given to changes in the nature of business firms in the context of globalisation.

### **Course Contents**

1. Scope, Concepts and Techniques of Managerial Economics, Nature of business decision-making, Marginal analysis, optimization, Theory of Firm-Profit Maximization, Sales Maximization.
2. Demand functions, Law of Demand - Utility Concept, Cardinal and Ordinal Approach, Income and substitution effects, Elasticity of Demand ; Price Elasticity, Income Elasticity, Cross Elasticity Advertising Elasticity.
3. Demand forecasting, Production Function, Concept, Isoquants, Equilibrium, Law of Variable Proportions, Law of Returns to Scale, Cost Function, Types of Costs.
4. Market Structure: Concept of Equilibrium, Perfect Competitions, Monopoly, Oligopoly, Theoretical Concept of Pricing Policies in Practices Non-Price Competition.
5. Macro Economics : Aggregates and Concepts -GNP and GDP-Aggregate Consumption-Gross Domestic Balance of Payments, Monetary Policy Fiscal Policy; Concept and Measurement of National Income; measurement Determinant of National Income, Money multiplier Effect.

### **Suggested Readings**

1. *Adhikary, M. Business Economics., New Delhi, Excel Books, 2000.*
2. *Baumol, W J. Economic Theory and Operations Analysis. 3rd ed., New Delhi, Prentice Hall Inc., 1996.*
3. *Chopra, O.P. Managerial Economics. New Delhi Tata McGraw Hill 1985.*
4. *Keat, Paul G & Philips K. Y. Young, Managerial Economics, Prentice Hall, New Jersey, 1996.*
5. *Koutsoyiannis, A. Modern Micro Economics. New York, Macmillan, 1991.*
6. *Milgrom, P and Roberts J. Economics, Organization and Management. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992.*

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

## **MS-104 Environment Management**

1. Environmental Management: Fundamentals-Sustainable Development, Implications of human population growth, Limits to growth, Environment and Business Schools; Energy Management: Fundamentals -Fossil Fuels use, Energy production and trade, Energy Balance.
2. Ecosystem Concepts: Basic Concepts and their application in Business, Industrial Ecology and Recycling Industry; Environmental Management System: EMS Standards, ISO 14000.
3. Environmental Management & valuation: Environmental Auditing. Clearance/Permissions for establishing industry Environmental Accounting, Economics - Environmental Taxes Shifts, Green Funding, Corporate Mergers.
4. Environmental Management Trade and Environmental Management, Debt and Environment, GATT / WTO Provisions, Green funding, Environmental Laws: Acts, Patents, IPRS, Role of NGO'S, PIL.
5. Pollution & Waste Management - Air, Water, Land Pollution, Trade in Wastes; Water, Forest & Biodiversity Management: Water Resources, Dams and their role; Forest products and Trade. Role of Biodiversity in International Trade; Approaches to Corporate Ethics; Bio-ethics, Environmental ethics.

### **Suggested Readings**

1. Uberoi, N.K.; *Environmental Management, Excel Books, A-45, Naraina Phase-1, New Delhi, 2000*
2. Pandey, G.N.: *Environmental Management, Vikas Publishing House New Delhi, 1997*
3. Gupta, N. Dass: *Environmental Accounting, Wheeler Publishing, 19, K.G. Marg, New Delhi, 1997*
4. Mohanty, S.K.: *Environment & Pollution Law Manual, Universal Law Publishing, G.T. Karnal Road, New Delhi, 1996*
5. Harley, Nick : *Environmental Economics, MacMillan India Ltd., Ansari Road, New Delhi, 1997*
6. Kolstad, Charles D.: *Environmental Economics, Oxford University Press, 2000*

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

## **MS-105 : Business Communication**

### **Objectives**

The course is aimed at equipping the students with the necessary & techniques and skills of communication to inform others, inspire them and enlist their activity and willing cooperation in the performance of their jobs.

### **Course Contents**

- I. Importance and Nature of business communication; Effective Communication skills; process of communication; Barriers and gateways in communication, Kinds of communication –interpersonal, group, advertising, public relations and mass communication.
- II. Written Communication: creative appreciation of writing in English, Dos and Don'ts of Business writing; Commercial letters; Writing Business reports, Writing for journals, newspapers, magazines.
- III. Oral Communication-presentations of reports, public speaking,
- IV. Negotiations, Types of negotiations, Strategies of negotiations, Conducting Meeting, business presentations, writing business letters, memos, reports, minutes of meeting.
- V. Legal aspects of Business communication, Group Discussions, Mock interviews, Mannerism

### **Suggested Readings**

1. *Bowman, Joel P and Branchaw, Bernadine P. "Business Communication: From Process to Product". 1987. Dryden Press, Chicago.*
2. *Hatch, Richard. "Communicating in Business".1977 Science Research Associates, Chicago.*
3. *Murphy, Herta A and Peck, Charrles E. "Effective Business Communications". 2nd ed. 1976.Tata McGraw Hill, New Delhi.*
4. *Pearce, C Glenn etc. "Business Communications: Principles and Applications". 2nd ed. 1988. John Wiley, New York.*
5. *Treece, Maira. "Successful Business Communications".3rd ed. 1987.Allyn and Bacon Boston.*

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

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## MS-106 : INDIAN ETHOS AND VALUES

- I. Model of Management in the Indian Socio-Political Environment; Work Ethos; Indian Heritage in Production and Consumption.
- II. Indian Insight into TQM; Problems Relating to Stress in Corporate, Management - Indian Perspective; Teaching Ethics.
- III. Relevance of Values in Management, Trans-cultural Values in Management Education; Need for Values in Global Change - Indian Perspective
- IV. Values for Managers; Holistic Approach for Managers in Decision Making; Secular Versus Spiritual Values in Management.
- V. Personal Growth and Lessons from Ancient Indian Educational System; Science and Human Values.

### Suggested Readings

1. Chakraborty, S.K.: *Foundations of Managerial Work - Contributions from Indian Thought*, Himalaya Publishing House Delhi 1998
2. ----- : *Management Effectiveness and Quality of Work-life - Indian Insights*, Tata McGraw Hill Publishing Company, New Delhi. 1987
3. ----- : *Management by Values*, Oxford University Press, 1991
4. Drucker, P : *Managing in Turbulent Times*, Pan Books London 1983
5. Kumar, S and N.K. Uberoi : *Managing Secularism in the New Millennium*, Excel Books 2000
6. Griffiths, B. *The Marriage of East and West*, Coiling, London 1985
7. Gandhi, M.K.: *The Story of My Experiment with Truth*, Navjivan Publishing House, Ahmedabad, 1972 The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

## **MS- 107 : ACCOUNTING FOR MANAGERS**

### **Objectives**

The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, decision-making and control.

### **Course Contents:**

#### **Unit -I**

Meaning and Definition of Accounting, Parties or Users interested in Accounting, Branches of Accounting, Meaning and Definition of Management Accounting, Distinction between Management Accounting and Financial Accounting. Accounting Concepts and Conventions.

#### **Unit- II**

Basic Accounting terminologies, Classification of Accounts, Meaning of Journal, Writing of Journal Entries. Secondary Books of Accounting, Preparation of Trial Balance. Elementary knowledge of preparation of financial statement,

#### **Unit -III**

Understanding Financial statements and Annual Reports, Accounting Standards, Financial Statement Analysis, Ratio analysis, Funds Flow Analysis, Cash Flows analysis.

#### **Unit - IV**

Elements of Costs; Materials, Labour and Overheads (elementary idea only), Cost Sheet. Marginal costing – Cost volume profit analysis, BEP, Marginal Costing for Decision Making.

#### **Unit -V**

Budgetary control, Operating and Financial Budgets, Performance Budgeting, Zero-Base Budgeting; Flexible Budgets. Standard Costing – Materials Cost and Labour cost variances only.

### **Suggested Readings**

1. Anthony R N and Reece J S. *Accounting Principles*, 6th ed., Homewood, Illinois, Richard D. Irwin, 1995.
2. Bhattacharya S K and Dearden J. *Accounting for Management Text and Cases*. New Delhi, Vikas, 1996.
3. Heitger, L E and Matulich, Serge. *Financial Accounting*. New York, Mc-Graw Hill, 1990.
4. Hingorani, N L. and Ramanathan, A R. *Management Accounting*. 5th ed., New Delhi, Sultan Chand, 1992.
5. Horngren, Charles etc. *Principles of Financial and Management Accounting*. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1994.
6. Vij, Madhu. *Financial and Management Accounting*. New Delhi, Anmol Publications, 1997
8. Theory & Problems in Management & Cost Accounting - Khan & Jain

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

## **MS-108: Computers And Informationsystems**

### **Objectives**

The objectives of this course is to build up the experience of computer usage in business organizations with specific reference to commercial data processing systems and understanding of MIS and its application in decision making.

### **Course Contents**

- I. I. Computers - An Introduction - Computers in Business; Components of a Computer System; Generations of Computers and Computer Languages; Artificial Intelligence (AI), AI Tools -An Overview. Data Files Types / Organizations.
- II. System and Application Software: Operating System, DOS and Windows, OS commands and functions, Application Software Category.  
Data Communication and Networking: Topology, LAN, MAN, WAN, Communication Media Wired and wireless.
- III. Office Automation Tools  
Word Processor – Editing, Printing and Formatting of document, Mail merge.  
Electronic Spread sheet – Range, Formulas, Functions, Graphs, Basis statistical formulae. Presentation Tool – Creating an effective presentation.  
DBMS – Data Creation and Manipulation, Data Reports
- IV Management Information System: Definitions - Basic Concepts, Frameworks, System Development initiative, Different Methodologies - Life Cycle and Prototype approach. Features of various CBIS, Types of Information Systems. - TPS, MIS, DSS, KWS, OAS, experts system: evaluation and control of information systems.
- V. Decision Support System - An Overview: Relevance, scope, characteristics and capabilities, Components, Classification of DSS User Interface graphics menus - Forms, DSS tools - DSS generators, Specific DSS, Constructing a DSS: Steps in designing DSS.

### **Suggested Readings :**

1. *Burch, John and Grudnitski Gary. Information Systems: Theory and Practice. 5th ed., New York, John Wiley, 1989.*
2. *David, Van Over. Foundations of Business Systems. Fort Worth, Dryden, 1992.*
3. *Eliason, A L. On-line Business Computer Applications. 2nd ed., Chicago, Science Research Associates, 1987.*
4. *Estrada, Susan. Connecting to the Internet. Sebastopol, C A, O'Reilly, 1993.*
5. *Keen, Peter G.W.: Decision Support System an Organisational Perspective Addison-Wesley Pub.*
6. *Theierauff, Robert J. Decision Support System for-effective planning - - Prentice Hall - 1982.*
7. *Krober,Donald W., and Hugh.J. Watson Computer Based Information System Newyork, 1984*
8. *Turban, Efrain Decision Support & Expert Systems - Management Perspective - Macmillan Publishing Company, New York, 1988*

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

# Semester - II

## MS-201 to MS-208

### MS-201: BUSINESS LEGISLATION

#### Objectives

The course is designed to assist the students in understanding basic laws affecting the operations of a business enterprise.

#### Course Contents

- I. The Indian Contract Act, 1872: Essentials of a Valid Contract. Void Agreements. Performance of Contracts. Breach of Contract and its Remedies. Quasi-Contracts.
- II. The Sale of Goods Act, 1930 : Formation of a Contract. Rights of an Unpaid Seller. Consumer Protection Act and Cyber Laws.
- III. The Negotiable Instruments Act, 1881: Nature and Types. Negotiation and Assignment. Holder-in-Due Course, Dishonour and Discharge of a Negotiable Instrument. Arbitration; The Companies Act, 2013.
- IV. Nature and Types of Companies. Formation. Memorandum and Articles of Association. Prospectus Allotment of Shares. Shares and Share Capital. Membership. Borrowing Powers. Management and Meetings.
- V. Accounts and Audit. Compromise Arrangements and Reconstruction. Prevention of Oppression and Mismanagement. Winding Up.

#### Suggested Readings

1. *Avtar Singh. Company Law. 11th ed. Lucknow, Eastern, 1996.*
2. *Khergamwala, J S. The Negotiable Instrument Acts. Bombay, N.M. Tripathi, 1980.*
3. *Ramaiya, A. Guide to the Companies Act. Nagpur, Wadhwa, 1992.*
4. *Shah, S M. Lectures on Company Law. Bombay, N.M. Tripathi, 1990.*
5. *Tuteja, S K. Business Law For Managers. New Delhi, Sultan Chand, 1998.*

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.



## **MS-202: BUSINESS POLICY AND STRATEGIC ANALYSIS**

### **Objectives**

The Objectives of this course is to develop a holistic perspective of enterprise, critical from the point of view of the top executives.

### **Course Contents**

- I. Nature and Scope of Strategic Management; Strategic and Corporate evolution in Indian Context, Strategic Management Process. General Management Point of View, Vision, Mission, Objectives and Policies, Strategic Intent and Vision.
- II. Environmental Analysis and Internal Analysis: Environmental Scanning, Industry Analysis Organizational Analysis, Competitive Advantage and competitive strategies, concept of core competencies, SWOT Analysis.
- III. Tools and Techniques for Strategic Analysis; Impact Matrix; The Experience Curve; BCG Matrix; GEC Model; Industry Analysis; Concept of Value Chain, Strategic Profile of a Firm.
- IV. Framework for Analyzing Competition; Competitive Advantage of a Firm, Strategy Alternative, level of Strategy.
- V. Turnaround Management, Mergers and Acquisition, Diversification and Intensification, Business Process Re-engineering, Strategy Implementation, Strategy and structure, organizational values and their impact on strategy, Strategic Management in International firm.

### **Suggested Readings**

1. *Ansoff, H Igor. Implanting Strategic Management. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1984.*
2. *Budhiraja, S B and Athreya, M B. Cases in Startegic Management New Delhi, Tata McGraw-Hill, 1996.*
3. *Christensen, C R. etc, Business Policy: Text and Cases. 6th ed., Homewood, Illinois, Richard D. Irwin, 1987.*
4. *Glueck, William F. Strategic Management and Business Policy. 3rd ed. New York, McGraw-Hill, 1988.*
5. *Hax, A C and Majluf, N S. Strategic Management. Englewood Cliffs, New jersey, Prentice Hall Inc., 1984.*
8. *Chakravorty, S K. Managerial Transformation Through Values, New Delhi, Sage, 1993.*
9. *David Fred. Strategic Management. 7th ed. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1997.*
10. *Drucker, Peter F. The Changing World of the Executive. New York, Time Booksl 982.*

The list of cases and specific references including recent articles will be announced in the class at the time of launching of course.

## **MS-203: HUMAN RESOURCE MANAGEMENT**

### **Objectives**

In a complex world of industry and business, organisational efficiency is largely dependent on the contribution made by the members of the Organisation. The Objectives of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.

### **Course Contents**

- I. Concepts and Perspectives on Human Resource Management; Human Resource Management in a Changing Environment, Balance Score Card.
- II. Corporate Objectives and Human Resource Planning; Career and Succession Planning; Job Analysis and Role Description.
- III. Methods of Manpower Search; Attracting and Selecting Human Resources. Competency Mapping, Induction and Socialization.
- IV. Manpower Training and Development; Talent Management, Performance management system -KRA, KPI, Job Evaluation & Wage Determination.
- V. Employee Welfare; Industrial Relations & Trade Unions; Dispute Resolution & Grievance Management; Employee Empowerment.

### **Suggested Readings**

1. *Aswathappa, K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi, 1 997*
2. *De Cenzo, D A & Robbins S P. Human Resource Management. 5th ed., New York, John Wiley, 1994.*
3. *Guy, V & Mattock J. The New International Manager. London, Kogan Page, 1993.*
4. *Holloway, J. ed. Performance Measurement and Evaluation. New Delhi, Page, 1995.*
5. *Monappa, A. & Saiyadain M. Personnel Management. 2nd ed., New Delhi, Tata McGraw-Hill, 1966.*
6. *Stone, Lloyed and Leslie W. Rue, Human Resource and Personnel Management Richard D. Irwin, Illinois, 1984.*

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

## **MS-204: FINANCIAL MANAGEMENT**

### **Objectives**

The purpose of this course is to acquaint the students with the broad framework of financial decision making in a business unit.

### **Course Contents**

#### **Unit -I**

Financial Management: meaning, objectives, finance functions, Time Value of Money; Instruments of Financing, Cost of Different Sources of Raising Capital, Weighted Average Cost of Capital.

#### **Unit -II**

Operating and Financial Leverage, Valuation and Capital Structure, Decisions, Capital structure Theories, Optimum Capital Structure, Economic Value Added.

#### **Unit –III**

Internal Financing and Dividend Policy, Dividend Models, Leasing: concept, types and financial evaluation of Leasing.

#### **Unit -IV**

Capital Budgeting, Methods of Capital Budgeting, Analysis of Risk in Capital Budgeting, Use of Excel for Financial Decision Making.

#### **Unit -V**

Working Capital Concept, Nature and scope, Determinants of Working Capital, Instruments of Short-term Financing - Management of Working Capital, Cash, Receivable and Inventory Management.

### **Suggested Readings**

1. Archer, Stephen H. etc. *Financial Management*. New York, John Wiley, 1990.
2. Bhalla, V K. *Financial Management and Policy*. 2<sup>nd</sup> ed., New Delhi, Anmol, 1998.
3. Brealey, Richard A. and Myers Stewart C. *Principles of Corporate Finance*. 5<sup>th</sup> ed., New Delhi, McGraw Hill, 1996.
4. Hampton, John. *Financial Decision Making*. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1997.
5. Van Horne, James C. *Financial Management and Policy*. 1<sup>st</sup> ed., New Delhi, Prentice Hall of India, 1997.
6. Winger, Bernard and Mohan, Nancy. *Principles of Financial Management*. New York, Macmillan Publishing Company, 1991.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

## **MS-205: MARKETING MANAGEMENT**

### **Objectives**

The purpose of this course is to develop and understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

### **Course Contents**

1. Nature and scope of marketing, Corporate orientations towards the market place, The Marketing environment and Environment scanning, Marketing information system and Marketing research, Understanding consumer and Industrial markets.
2. Market segmentation, Targeting and positioning; Product decisions - product mix, product life cycle.
3. New product development, branding and packaging decisions, Pricing methods and strategies.
4. Promotion decisions promotion mix, advertising, sales promotion, publicity and personal selling; Channel management - selection, co-operation and conflict management, vertical marketing *Implementation and* systems, Organizing and implementing marketing in the Organization.
5. Evaluation and control of marketing efforts; New issues in marketing - Globalization, Consumerism, Green marketing, Legal issues.

### **Suggested Readings**

1. *Enis, B M. Marketing Classics: A Selection of Influential Articles. New York, McGraw Hill, 1991.*
2. *Kotler, Philip and Armstrong, G. Principles of Marketing. New Delhi, Prentice Hall of India, 1997.*
3. *Kotler, Philip. Marketing Management: Analysis, Planning, Implementation and Control. New Delhi, Prentice Hall of India, 1994.*
4. *Ramaswamy, V S and Namakumari, S. Marketing Management: Planning, Control. New Delhi, MacMillan, 1990.*
5. *Stanton, William, J. Fundamentals of Marketing. New York, McGraw Hill, 1994.*
6. *Neelamegham, S. Marketing In India: Cases and Readings. New Delhi, Vikas, 1988.*

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

## **MS-206: PRODUCTION AND OPERATIONS MANAGEMENT**

### **Objectives**

The Course is designed to acquaint the students with decision making in: Planning, scheduling and control of Production and Operation functions in both manufacturing and services; Productivity improvement in operations through layout engineering and quality management etc.; Effective and efficient flow, replenishment and control of materials with reference to both manufacturing and services organisations.

### **Course Contents**

1. Nature and Scope of Production and Operations Management Decisions, Types of Manufacturing Systems, Production Planning and Control : An Overview Facilities Location, Facilities Layout.
2. (a) Aggregate Planning - MRP, (b) Scheduling (c) Line Balancing, Capacity Planning ; (a) Work Study Methods Study, Work Measurement, Maintenance Management, Industrial Safety.
3. Supply Chain Management, enabled supply chain management chain management models. PERT/CPM;
4. Material Management : An Overview Material Handling, Equipment, Line Balancing Problems, Operation Decision, MRP and Budgeting, Purchasing and Store Management, Inventory Control and Inventory Management Techniques;
5. Concept of Quality and Quality Assurance, Statistical Process Control (Acceptance Samplings), ISO, 9000, Total Quality Management (TQM), Six Sigma.

### **Suggested Readings**

1. *Adam, E E & Ebert, R.J. Production and Operations Management. 6th ed., New Delhi, Prentice Hall of India, 1995.*
2. *Amrine Harold T. etc. Manufacturing Organisation and Management. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1993.*
3. *Buffa, E S. Modern Production Management. New York, John Wiley, 1987.*
4. *Chary, S N. Production and Operations Management. New Delhi, Tata McGraw Hill, 1989.*
5. *Dobler, Donald W and Lee, Lamar. Purchasing and Materials Management. New York, McGraw Hill, 1984.*
6. *Dilworth, James B. Operations Management: Design, Planning and Control for Manufacturing & Services. Singapore, McGraw Hill, 1992.*
7. *Moore, FG and Hendrick, T E. Productionl Operations Management. Homewood, Illinois, Richard D. Irwin, 1992.*

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

## **MS-207: RESEARCH METHODOLOGY**

### **Objectives**

To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

### **Course Contents**

- I. Nature and Scope of Research Methodology; Problem Formulation and Statement of Research Objectives, Structure of Research. Research Process; Research Designs - Exploratory, Descriptive and Experimental Research Design.
- II. Sampling Design, Sampling Methods, Questionnaire Design, Methods of Data Collection - Observational and Survey Methods, Review of Literature.
- III. Field Work and Tabulation of Data Attitude Measurement Techniques; Motivational Research Techniques; Administration of Surveys.
- IV. Selecting an Appropriate Statistical Technique, t-test, f-test, Z-test for Hypothesis testing.
- V. Multivariate Analysis: Discriminant Analysis, Factor Analysis, Conjoint Analysis, Multidimensional Scaling and Clustering Methods; (elementary idea only ) Research Applications. Use of SPSS and other statistical Software Packages.

### **Suggested Readings**

1. *Andrews, F.M. and S.B. Withey Social Indicators of Well Being, Plenum Press, NY, 1976*
2. *Bennet, Roger: Management Research, I LO, 1 983*
3. *Fowler, Floyd J. Jr., Survey Methods, 2<sup>nd</sup> ed., Sage Pub., 1993*
4. *Fox, J.A. and P.E. Tracy: Randomized Response: A Method of Sensitive Surveys, Sage Pub., 1986*
5. *Gupta, S.P. Statistical Methods, 30<sup>th</sup> ed., Sultan Chand, New Delhi, 2001*
6. *Golden, Biddle, Koren and Karen D. Locke: Composing Qualitative Research, Sage Pub., 1997*
7. *Salkind, Neil J. Exploring Research, 3<sup>rd</sup> ed., Prentice-Hall, NJ, 1997*

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

## **MS-208 : INTERNATIONAL BUSINESS ENVIRONMENT AND MANAGEMENT**

### **Objectives**

The primary Objectives of this course is to acquaint the students to emerging global trends in business environment.

### **Course Contents**

- I. International Business: An overview - Types of International Business; The External Environment; The Economic and Political Environment, The Human Cultural Environment; Influence on Trade and Investment Patterns; Recent World Trade and Foreign Investment Trends; Theories and Institutions.
- II. Trade and Investment - Government Influence on Trade Investment; Determination of Trading Partner's Independence, Interdependence and Dependence; World Financial Environment; Cross-national Cooperation and Agreements; Tariff and Non-Tariff Barriers, WTO, Regional Blocks; International production; Internationalization of Service Firms .
- III. World Financial Environment: Foreign Exchange Market Mechanism; Determinants of Exchange Rates; Euro-currency Market; Global Strategic Management: International Marketing. Operation Management in International Firms.
- IV. An Overview of Licensing; Joint Ventures Technology and Global Competition; Globalization and Human Resource Development; Globalization with Social Responsibility; Balance of Payments Accounts and Macroeconomic Management.
- V. World Economic Growth and the Environment; *Country Evaluation and Selection*; *International Business Diplomacy*: Negotiating an International Business, Issues in Asset Protection; Multilateral Settlements; Consortium Approaches; External Relations Approach (Elementary Idea Only).

### **Suggested Readings**

1. Alworth, Julian S. *The Finance, Investment and Taxation Decisions of Multinationals*. London, Basil Blackwell, 1988.
2. Bhalla, V K and S. Shivaramu. *International Business Environment and Business*. New Delhi, Anmol, 1995.
3. Bhalla, V K. *International Economy: Liberalisation Process*. New Delhi, Anmol, 1993.
4. Daniel, John D and Radebangh, Lee H *International Business*. 5th ed., New York, Addison Wesley, 1989.
5. Eiteman, D K and Stopnehill, Al. *Multinational Business Finance*. New York, Addison Wesley, 1986.
6. Johnston, R B. *The Economics of the Euromarket: History, Theory and Practice*. New York, Macmillan, 1983.
7. Parks, Yoon and Zwick, Jack. *International Banking in Theory and Practice*. New York, Addison-Wesley, 1985.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

## **SEMESTER-III**

### **FINAL YEAR**

#### **Semester-III**

- MS-301      Entrepreneurship Development
- MS-302      Summer Training Project Report
  - Module Major: Paper-1
  - Module Major: Paper-2
  - Module Major: Paper-1
  - Module Major: Paper-2
  - Module Minor: Paper-1
  - Module Minor: Paper-2

#### **Semester-IV**

- MS-401      Major Research Project
  - Module Major: Paper-1
  - Module Major: Paper-2
  - Module Minor: Paper-1
  - Module Minor: Paper-2



## **MS-301 Entrepreneurship Development**

### **Entrepreneurship Development**

**Unit 1<sup>st</sup>:** Entrepreneurship: Concept, Types of Entrepreneurship, knowledge and skills requirement; Characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship, Entrepreneur v/s Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager,

**Unit 2<sup>nd</sup>:** Entrepreneurial Environment, Rural Entrepreneurship, Theories of Entrepreneurship, Legal Forms of Enterprises, Entrepreneurship Development Program: Needs and Objectives of EDPs, Phases of EDPs, Evaluation of EDPs

**Unit 3<sup>rd</sup>** Feasibility & Prefeasibility study, Fundamental of a good feasibility plan & Components of feasibility – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.

**Unit 4<sup>th</sup>** Institutional Assistance, Role of Government in promoting Entrepreneurship, MSME policy in India, Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), Role of SIDBI.

**Unit 5<sup>th</sup>** Small Skills Unit, Dynamics of small business environment - Causes for small business failure - Success factors for small business, Women Entrepreneurship: Meaning, Characteristic features, Problems of Women Entrepreneurship in India, Developing Women Entrepreneurship in India, Incentive subsidiary

### **Suggested Readings**

1. S.S.KHANKA “Entrepreneurial Development” S.Chand & Co. Ltd. Ram Nagar New Delhi, 1999.
2. Hisrich R D and Peters M P, “Entrepreneurship” 5th Edition Tata McGraw-Hill, 2002.
3. E. Gordon & K. Natarajan Entrepreneurship Development Himalaya 2008\
4. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi.
5. Hisrich, Robert D., Michael Peters and Dean Shepherded, Entrepreneurship, Tata McGraw Hill, ND

## **MS-302 Summer Training Project Report**

At the end of second semester, all students will have to undergo summer training of 6 weeks with an organization by taking up a project study. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the department in organizations as approved by the Department / Faculty from time to time. Each student will be required to submit a project report to the Department / Faculty for the work undertaken during this period within five weeks of the commencement of the third semester for the purpose of evaluation in the fourth semester.

## **Specialization: Electronic Business**

### **Module 1**

EB-01 Principles of E-Commerce

EB-02 E-Commerce Progression

### **MODULE 2**

EB-03 E-Business Philosophy

EB-04 E- Business Technologies and trends

### **Module 3**

EB-05 Information and Network Security

EB-06 Database Management System

### **Module 4**

EB-07 Internet Programming for e-Business/ e- Commerce

EB-08 Programming Lab

### **Module 5**

EB-09 Knowledge Management System

EB-10 Managing E Channels

### **Module 5**

EB-11 Warehouse Management and Data Mining (WMDN)

EB-12 Logistic and Supply Chain Management

### **Module 5**

EB-13 Digital Marketing

EB-14 E-Advertising

## **EB-01 Principles of E-Commerce**

### **Objective:**

**The objective of this paper is to educate the learner about e-Commerce concepts along with applications and its structure in India.**

**To inform the students about the fundamentals, security issues & measures, philosophy and database management.**

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### **Course Contents:**

## **Module 1**

### **UNIT 1 Introduction to e-Commerce**

E-Commerce – Introduction, Definition, Scope, Electronic Commerce- Market – Trade Cycle, Electric Data Interchange, Internet Commerce, Forces fueling E-commerce, E-Commerce Functions, Challenges to traditional methods, E-commerce industry framework, Information superhighway, Types of E-commerce, Scope and limitations of e-commerce.

### **UNIT 2 Fundamental of e-Business**

Road map for moving a business to E-business, E-Com Vs E-Business, E-business communities, Model for E-business, E-business Trident, E-SCM, E-CRM, ERP, Business Process Reengineering.

### **UNIT 3 E-Business Analysis and Design**

E-business and structural transformation, Integrated Solutions, Integrated Enterprise Applications, Wireless Applications, constructing Electronic Business Design, Steps, Analysis, Diagnosis, Reversing Value Chain, Evaluation and Selection.

### **UNIT 4 Business Strategies for E-Commerce**

Value Chain, competitive Strategy and advantages, Business Strategy – B2B and B2C, B2B-Inter organizational transactions, EDI, Benefits, Technology, Standards, Security, on line business, B2C – Consumer transaction, e-shop Internet.

### **UNIT 5 Structure of E-Commerce**

Internet and Its role in e-commerce, Internet Service Provider and Internet Access Provider, Procedure of registering Internet, Domain, establishing connectivity to Internet, Tools and services of Internet, Internet v/s online services, Procedure of opening e-mail accounts on Internet, on line payments.

### **Suggested Readings**

- Computer Today - S. Bansundara
- E-Commerce: The Cutting Edge of Business - Bajaj and Nag , Tata McGraw Hill
- E-Commerce Concepts Models & Strategies – C.S.V.Murthy, Himalaya Publication.
- E-Commerce – Mathew Rergnolds, Wrox publication Communication
- Global Electronic Commerce- Theory and Case Studies J Christopher Westland, H K Clark- University Press
- E-Commerce – an Indian perspective – P T Joseph – Prentice Hall, 2/e, 2005

## **EB-02 E-Commerce Progression**

### **Objectives**

The objective of this paper is to educate the learner about e-Commerce technology and tools with some security aspects in their uses.

### **Course Contents:**

#### **UNIT 1 Transaction Security**

Firewalls & N/W security, Type of firewall, security policies, Emerging firewall management issue, Transaction security, Types of online transactions, Requirement for online transactions.

#### **UNIT 2 Encryption and Transaction Security**

Secret –key Encryption, Public key Encryption, Secret key Cryptography, Encryption and Decryption, Authorization and Authentication, Encryption algorithms, Decryption Implementation & management issues, secure socket layers (SSL), Security & online web based banking.

#### **UNIT 3 Security of e-commerce**

Internet security, Setting up Internet security, Maintaining secure information, Encryption Issues, Digital signature and other security measures, Firewall.

#### **UNIT 4 Payment Systems**

Electronic Data Interchange, Digital cash, properties, Electronic check & benefits, Online credit card system, Types of credit card payments, Secure electronic transactions (SET), Other emerging financial instruments, Debit card & Point of sale(POS), Debit card & E-benefit transfer, Smart cards.

#### **UNIT 5 - E-Payment**

Overview of E-payment system, transactions through Internet, electronic fund transfer, intelligent agents, Requirements of e-payment systems, functioning of debit and credit cards, Pre and Post payment services. Different e-Transactions: E-com & Banking, E-com & Retailing, E-com & Online Publishing

### **Suggested Readings**

- E-Commerce – S. Jaiswal
- E-Commerce Strategy, Technology & Applications – David Whitely, TMGH
- Electronic Payment Systems for E-Commerce - Michael A. Peirce, Hitesh Tewari, O'Mahony Donal.

## **Module 2**

### **EB-03 E-Business Philosophy**

#### **Objectives**

The objective of this paper is to educate the learner about e-Business philosophy and various components of it.

#### **Course Contents:**

##### **UNIT 1 - Introduction to E-Business**

Evolution of E-Business, Principles of E –business, E-business models, E-Business Strategies, Legal Aspects of E-Business, Steps to Successful E-Business

##### **UNIT 2 - E-Business Issues & Internet Marketing**

Organizational issues, implementation issues, marketing issues, Internet marketing, different stages of Internet marketing, Critical success factors for Internet marketing, Managing Search Engine, Building online Trust.

##### **UNIT 3 E-business frameworks**

Channel Enhancement, Global Markets, E-Selling, E –Buying, E –Procurement, Convergence strategies. E-Business Design: Overview, Steps in e-business design, reversing the value chain, Knowledge building, E-market models, Service and Operation Excellence, Coalitions.

##### **UNIT 4 Issues and Challenges in E-Business**

Consumer Protection, Cyber Crimes and Cyber Laws, E-cash advantages and disadvantages, Electronic data interchange, Data mining and E-Marketing

##### **UNIT 5 E-Business Operations and Processes**

Competitiveness, Profitability and productivity, Operations success- Competing through effective operations, Processes-Products and services to match customers needs, Interactive models and software windows for daily operations decisions- Enterprise software- readability and enhanced functionality of SAP R/3 information

#### **Suggested Readings**

- E-Business Fundamental by Bansal SK
- E-Business by Gupta VK
- E-Business and E-Commerce Management 2e by Dave Chaffey
- The E-Business Book: A Step-by-Step Guide to E-Commerce and Beyond by Davle M SMith

## **EB-04 E-Business Technologies and Trends**

### **Objectives**

The objective of this paper is to educate the learner about Trends and technologies of e-Business in various business sectors like marketing, governance, trading etc.

### **Course Contents:**

#### **UNIT 1 E- Marketing**

Marketplace v/s Market space, Impact of e-commerce on market, Marketing issues in e-marketing, Direct marketing, One-to-one marketing.

#### **UNIT 2 E-Trading**

Areas of e-financing, E-Trading, Trading v/s e-trading, Importance and advantages of e-trading, Operational aspects of e-trading, E-Trading in India

#### **Unit 3 E-Ticketing:**

Online booking systems, online booking procedure-Railways & Airlines, Tourist and Travel Industry, Hotels and Entertainment Industry

#### **UNIT 4 E-Banking**

Concept, Traditional v/s E-banking, Indian E-Banking Environment, Production and Distribution in E-Banking, Key Issues in E-Banking, Future of E-Banking.

#### **UNIT 5 E-Governance**

Overview of E-Governance, E-Governance Strategies, E-Governance in Rajasthan/India, Government Portals and Enterprises, E-Governance in Global Scenario.

#### **Suggested Readings**

- E-government: From Vision To Implementation: A Practical Guide With Case Studies by Subhash Bhatnagar
- E-Governance in India: Issues and Cases by JayShree Bose, ICFAI Publication
- E-Banking in India: Issues and Cases by JayShree Bose, ICFAI Publication

## **Module 3**

### **EB-05 Information and Network Security**

#### **Objectives**

The objective of this paper is to educate the learner about Information Technology Trends in e- Commerce and Various aspect of Network Security.

Course Contents

#### **UNIT 1 Introduction to Information Security**

Attributes of Information Security, Security Strategies & Processes, Importance of Security Policies and Audits, Threats & Vulnerabilities: Unauthorized Access, Impersonation, Denial of Service, Malicious Software, Trap Doors, Logic Bomb, Trojan Horses, Viruses, Worms.

#### **Unit 2 Identification and Authentication**

Definitions, Types of authentication, Password Authentication, Password Vulnerabilities & Attacks, Brute Force & Dictionary Attacks, Password Policy & Discipline, Biometrics: Types of Biometric Techniques, False Rejection, False Acceptance, Cross Over Error Rates.

#### **Unit 3 Web Security and Application Security**

Web Servers & Browsers, Server Security features, Server privileges, SSL & SET, Firewalls, Firewall Characteristics, Types of Firewalls, Application Level Gateway or Proxy

#### **Unit 4 Network Security**

Overview of IPV4, OSI Model, Maximum Transfer Unit, IP, TCP, UDP, ICMP, ARP, RARP and DNS, Network Attacks, Denial of Service Attacks, Virtual Private Network Technology, Security Policy Design: Definition, Security Policy Document, Risk Management,

#### **Unit 5 Security Framework**

Security Policy and Framework, Components of an enterprise Network, Elements of Security Architecture, Design and Implementation: Physical Security Controls, Logical Security Controls, Audit Trails, Security Awareness Training, Incident Handling

#### **Suggested Readings**

- Technical Resource and Course Web Site for Cryptography and Network Security, 3rd Edition, by William Stallings.
- Cryptography and Network Security by Atul Kahate, TMG 2003



## **EB-06 Database Management System**

### **Objectives**

The objective of this paper is to educate the learner about Database Management System and the application of systems designed to manage the data resources of organizations.

### **Course Contents:**

#### **Unit 1 Introduction to DBMS**

Data Processing Concepts, Data Structures, File Processing and Access Methods, Difference between FPS and DBMS, Characteristics of DBMS. Functions of Transaction Processes and their Communications Interface with Database Management Systems. Taxonomy of Data Management Systems, Various Data Base Management Models.

#### **Unit 2 Classification and Types of DBMS**

Relation Database Management System, Distributed Data Base Systems, On-line Data Bases system, Object Oriented Data Bases. Managerial Issues Related to Data Base Management. Evaluation of Commercially Available Software Systems with managerial Emphasis on Tradeoffs Among Cost, Capacity, and Responsiveness.

#### **Unit 3 Structure of DBMS**

Schema, Sub-Schema, Relation, Tuples, Attributes, Normalization: 1NF, 2NF, 3NF, BCNF and Other Normalization Forms. Schema Design and Development. Keys as Attributes: Primary Key, Secondary Key, Candidate Key, Referential Key and Unique Key. ER-Diagram: Design and implementation.

#### **Unit 4 Analysis of DBMS**

Distributed Data Processing Systems and a Need for Database Environment for such a System Physical Database Structures. Study of a Relational Database Management Systems for Successful implementation of Distributed Systems, Re-organization Problems, Implementation and Maintenance Issues, Database Administration

#### **Unit 5 Structured Query Languages**

Evolution of Structured Query Language, Evaluation Criteria of 4GL, Data Definition Language(DDL)- commands and application, Data Manipulation Language (DML) – commands and applications, Performance Analysis, Recovery issues.

### **Suggested Readings**

- Coad, Peter and Edward, Yourdon, Object-Oriented Analysis. 2nd ed., Englewood Cliff, New Jersey, Yourdon Press, 99.
- Kroenke, David M. Data base Processing: Fundamentals, Design, Implementation. 4th ed., New York, McMillan,1992.
- Database System Concepts by Henry Korth, Abraham Silberschatz and S. Sudarshan, TMG

## **Module-4**

### **EB-07 Internet Programming for e-Business/e-Commerce**

#### **Objectives**

The objective of this paper is to educate the learner about Programming and Its application as Internet Applications.

#### **Course Contents**

##### **Unit 1 Programming Structure**

Programming concepts, Programming languages Evolution, Object Oriented Language, Java and its Characteristics, Byte Code, Concept of Client and Server side programming, Scripting Language, Markup Language..

##### **Unit 2 HTML Building Blocks**

HTML: Concepts and Tag Notions, Design, Site Design, Linking HTML Documents, Adding Images, audio and video, SCRIPTS: Java Scripts and VB Scripts. Theory of DHTML and CGI, XML, PHP, CSS

##### **Unit 3 DOT NET Technologies**

Net Class framework, VB.Net and its relevance, ASP.Net and its appliance, Building .Net Components, ADO.Net, ASP.Net Case Study

##### **Unit 4 JAVA Technologies**

Java as OO Language, Data Type and Classes, Packages and Interface, String Handling, Applets, Standard Java Packages

##### **Unit 5 PHP Technologies**

Variables, Function, and Forms, \$\_GET, \$\_POST, \$\_REQUEST, File Handling, File Uploads, Sessions, Cookies , Database Connectivity , File Handling, File Uploads, Sending emails.

#### **Suggested Readings**

- HTML – 4 for World Wide Web by Castro Addison Wesley (Singapore) Pvt. Ltd., New Delhi
- Principles of Web Designing Joel Sklar, Web Warrior Series Available with Vikas Publishing House Pvt. Ltd., New Delhi
- HTML 4.0 Unleashed by Rick Dranell; Tech Media Publications
- Introducing .NET Wrox Press Limited
- Java How to Program, 7/e by Deitel and Deitel

## **EB-08 Programming Lab**

### **Objectives**

It provides the participants an opportunity to study the hands-on implementation of a web page and web application in commercial environment.

### **Course Contents:**

#### Unit 1

Using of various tags for designing Static Web Pages, Building simple page, Formatting pages,

Use of images, Links, Lists, Frames, Tables, Forms. DHTML, Java Script and VBScript Implementation in Web Page.

Configuring IIS Web Server: Installing IIS, Publishing a web-site, creating virtual directory.

Configuring Apache Server: Installing Apache, Configuring MY SQL and PHP

Development of web site and web application With ASP/ ASP.Net

### **Suggested Readings**

- Teach Yourself HTML 4.0 with XML, DHTML and Java Script by Stephanie, Cottrell, Bryant; IDG Books India Pvt. Ltd., New Delhi
- Active Server Pages (ASP) by Keith Morneau Jill Batistick Web Warriier Series, Vikas Publishing House Pvt. Ltd., New Delhi
- ASP Unleashed Tech Media Publication
- Web enabled commercial application development using HTML, DHTML, Javascript by Ivan Bayross, BPB

## **Module-5**

### **EB-09 Knowledge Management System (KMS)**

#### **Objectives**

The objective of this paper is to create awareness about Knowledge Management and educate the learner about use of electronic gazettes for KMS.

#### **Course Contents:**

##### **Unit 1 Basic Concepts of Knowledge Management**

Definition of KM, Objectives of KM, Activities of KM, Effective Presentation & Language of KM, Scientific Management v/s Knowledge Management.

##### **Unit 2 KM – Systems Dimension**

Introduction –Technical perspectives on KM - Internet – Intranet - & World Wide Web - Virtual Communications & relationships. - Multimedia Technology – Software Technology-Building Technical infrastructure of KM.

##### **Unit 3 KM – The People Dimension**

People management policies & practices in the knowledge environment. - Motivating & rewarding workers. - Recruitment, retention & planning, etc in a knowledge environment. - Impact of KM on managers. - Team work in a knowledge environment.

##### **Unit 4 KM – Organizational Dimension**

Cultural Aspects, learning effects, process model- New organizational forms in the knowledge economy. Identifying knowledge resources – knowledge audits –ideas of holistic KMS. Management & knowledge economy.

##### **Unit 5 KM – Tools and Techniques**

DIKW Model and Its application in knowledge management, Knowledge processing, Information Systems in KM, Tools to access and extract knowledge - WEB, BLOG , TAG, WIKI. Techniques for knowledge management – GDSS (Group Decision Support System), CBRS (Case Based Reasoning System), Search Engine and Artificial Neural networks.

#### **Suggested Readings**

- A practical guide to knowledge Management- Brelade & Harman a. Published by Vinod Vasishtha for Viva Books Pvt. Ltd' 4737/23 Ansari Road, Daryaganj, New Delhi 110012.
- Management Information System : Gordon B. Davis, Margrethe H. Olson a. TATA McGRAW-HILL Publishing Co. Ltd. New Delhi.
- Management Information System : Waman S Jawadekar a. TATA McGRAW-HILL Publishing Co. Ltd. New Delhi.
- Information Technology: V. Rajaraman, a. Prentice Hall of India Pvt Ltd.,New Delhi- 110 001
- Human Resource Management: S. Seetharaman, B. Venkatsawara a. Prasad, - SCITECH PUBLICATIONS: No.4. Anna Street, Chitlapakkam, Chennai- 600 064.

## **EB-10: Managing E Channels**

Unit I- **Nature & Scope E Channels**, Various models of E Channels, Understanding Local channel options, Partnering Marketplace Sales, Partnering Search Engines, Partnering With New Startups, integrating Web-stores.

Unit-II **E-business Website/ E-store Design**: Choose A Domain Name, Designing Low Cost Website, The Best Web Hosting Service, Search Engine Friendly Contents , Publishing Your Web-store Online, Affiliate Networks & Sales Improvement, Selling Informations, Payment Gateway Safe & Best, Joining The Wheels With The "Shopping" Cart, Web-store's Inventory Management, Logistics & Order Fulfillment.

Unit-III **E-Behavior and Managing Web Traffic**: Understanding The Customers Mindset, Search Engine Optimization & Ranking, Get Your Retail Shop Online, Officially Launching Your Ebusiness , Online Vs Offline Customers: Difference & Similarities, Converting Traffic Into Sales ,Online Branding & Reputation Management, Digital Marketing Strategy.

Unit IV- **Managing Experience of E shopping**: Giving The Perfect Shopping Experience, Making Your Customers A Celebrity, Stay Local Market Global, Delivery Model & Backend Automation, Online Business Web Security, Types Of Web Security & Threats, Information Security Planning, Hacked! How To Defend & Backup, Site & Business Safety, Internet Data Security, Digital Marketing & Boosting Sales.

Unit V- **Advanced E-Commerce Business Strategies**: Getting Into Global Markets, Acquiring New Customers Fastly, Adding New Products Expanding Globally, Retaining An Old Customer, Transform A Small Site Into A Million Dollar Business, Hiring Ecommerce Experts & Mentors, Listing Your Company In Stock Markets

Suggested Readings:

1. Managing Business in Multi-Channel World :Success Factor of E-Business,Timo Sarrien, Makku Tinnila, Anne Tseng- Idea Group Publishing.
2. Management of Electronic and Digital Media, Alan B. Albarran, Cengage Learning. ISBN-13: 9781111344375.

## **Module -6**

### **EB-11 Warehouse Management and Data Mining (WMDM)**

#### **Objectives**

The objective of this paper is to create awareness about warehouse Management and educate the learner about use of data mining in warehouse management.

#### **Course Contents**

##### **Unit 1 Concept of Warehouse**

Introduction, Objectives, Warehouse Structure, Meaning of a Warehouse, Need for warehousing management, Evolution of warehousing, Role of a warehouse manager, Functions of Warehouses, Types of Warehouses, Warehousing Cost, Warehousing Strategies.

##### **Unit 2 Warehousing in Business Functions**

Supply Chain Impact on Stores and Warehousing, Retail Logistics, Retail transportation, Challenges in retail warehousing, Issues in retail logistics, managing retail shrinkage Significance of Warehousing in Logistics, Warehousing Management Systems (WMS).

##### **Unit 3 Warehouse Operations and Applications**

Warehouse Operations, Receiving inventory, Picking inventory, Locating inventory, Organizing inventory, Dispatching inventory, Equipment Used for a Warehouse, Warehouse information, Importance of Warehouse Information, Decision Making Using Warehouse Information, ICT Applications in a Warehouse.

##### **Unit 4 Technology Aids in Warehouse Management**

Retailing and Warehousing, Warehousing and Supply Chain, Role of government in warehousing, Bar Code Scanners, Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID), Retail product tracking in warehouse using RFID

##### **Unit 5 Data mining and Data Warehouse**

Introduction, Data Mining Functionalities, Classification of data mining systems – Major issues in data mining, Data warehouse and OLAP technology for data mining, What is a data warehouse – A Multi dimensional model, ,Data Warehouse Architecture, Data Warehouse Implementation.

#### **Suggested Readings**

- Michael J A Berry, Gordon S Linoff, Data Mining Techniques, Wiley Publishing inc, Second Edition, 2004. ISBN: 81-265-0517-6.
- Alex Berson, Stephen J.Smith, Data warehousing , data mining & OLAP, , Tata McGraw Hill Publications,2004.

## **Module -6**

### **EB-12 Logistic and Supply Chain Management**

#### **Objectives**

The objective of this paper is to create awareness about Supply Chain and Logistic Management and educate the learner about use of electronic devices in SCM.

#### **Course Contents**

##### **Unit 1 Concept of Supply Chain Management**

Basic concepts & philosophy of Supply Chain Management (SCM), Essential features, Functions and Contribution of Supply Chain Management, Infrastructure flows (Cash, Value and information), key issues in SCM, Creating value, Supply Chain Effectiveness and Indian Infrastructure, Framework for Supply Chain Solution, Supply Chain Relationships (SRM).

##### **Unit 2 Concept of Logistic Management**

Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Logistics in Organized Retail in India

##### **Unit 3 Integrated Logistics**

Concept of Integrated Logistics, Inventory flow, Information flow, Operational Objectives of Integrated Logistics, Barriers to Integration, Organization structure, Measurement system, Inventory ownership, Information technology, Knowledge transfer capability, Logistical Performance Cycle, Manufacturing support performance cycle, Procurement performance cycle

##### **Unit 4 Recent issues in SCM**

Role of computer/ IT in supply chain management, CRM Vs SCM, Benchmarking concept, features and implementation, Outsourcing –basic concepts, value addition in SCM, Concept of Demand Chain Management

##### **Unit 5 Logistic Information System and Ecommerce**

Concept of Logistics Information System (LIS), Importance of LIS, Principles of designing LIS, Logistics Information Architecture, Application of Information Technology in Logistics and Supply Chain Management, Requirements of LIS in E-Commerce, E-Logistics Structure and Operation, Logistic Resource Management (LRM)

#### **Suggested Readings:**

- G. Raghuram (IIMA), Logics and supply chain management, Macmillan, 2000
- Emiko Bonafield, Harnessing value in supply chain, Johnwiley - Singapore, 1999.
- B.S. Sahay, Macmillan – Supply Chain Management, 2000, (Pearson Education, 2004)

## **Module-7**

### **EB-13 Digital Marketing**

#### **Objectives**

The objective of this paper is to create awareness about Digital Marketing and educate the learner about use of electronics in marketing management.

#### **Course Contents:**

##### **Unit 1 Introduction to Digital Marketing and SEO**

The Significance of Digital Marketing, Digital Media, Digital v/s Traditional Marketing, Digital Marketing Trends and Platforms, Digital Marketing and Search Engine, Search Engine Optimization (SEO) concepts, Search Engine Architecture, Internal Measures for SEO, Do and Don't for Web Content, Link Building, Introduction to Digital Marketing Tools.

##### **Unit 2 Networks of Digital Marketing**

Introduction to Ad-Word, Display Networks, Advertising on Display Networks, Image Advertising, Mobile Advertising, Video Advertising, YouTube Advertising, Keyword Research Methodology, Analysis and Tools for Digital Marketing Networks, Link Building Methodology and Strategies

##### **Unit 3 Search Engine Marketing**

Benefits of SEM, Google Ad-Words V/S Microsoft Ad-Center, Types of Campaign, Ad-Group and keywords setup, Direct Campaign V/S Branding Campaign, Campaign Setup, Understanding Ad-Words Bidding, Ad-Formats and Guidelines, Campaigns, Ad-groups and keywords Dashboard

##### **Unit 4 Email and Mobile Marketing**

Importance of Email Marketing, Popular Email Marketing Software, Email Marketing Campaign, Newsletters in Email Marketing, Effective strategies for Email Marketing, Mobile Marketing: Mobile Ad-Campaign, Mobile Ad-Formats, Mobile Website Configuration. Video Marketing using YouTube: Optimization of Videos, Tips and Tricks for promotion, YT Analytics, Monetizing YT Channel

##### **Unit 5 Social Media Marketing**

Introduction to Social Media Marketing, Benefits of SMM, Social Media Strategy, Social Media Metrics in SEO, Face-book Marketing: setup, options, elements and applications; Twitter Marketing: #hash tags and its uses, analytics and promotions; Google+ Marketing: Benefits in SEO, Groups; LinkedIn Marketing: Strategy, Connection and Recommendations

#### **Suggested Readings**

- Damian Ryan and Calvin Jones, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 2nd Edition, ISBN: 9780749453893.
- Vinayak Patukale, Digital Marketing, Kindle Edition



## **EB-14 E-advertising**

### **Objectives**

The objective of this paper is to create awareness about E-advertising and educate the learner about use of internet in advertising.

#### Unit 1.

Advertising & Electronic Media: Introduction, functions, concepts & Evolution of Advertising. Comparison between Traditional & Modern Advertising media, National & Global Advertising scene.

#### Unit 2.

E-Advertising channels: Radio channels: Community Satellite Radio, Misc. radio networks. Audio Visual Ads for Advertising. Television Channels: Evolution of TV channels. Doordarshan to satellite, Cable & STB channels, National & Regional channels, Internet & Area networks.

#### Unit 3.

Social Media advertising: Role of Social Media in business, Social networking sites advertising, pinterest advertising, YouTube advertising, Mobile App advertising, Socio-economic effects of social media advertising.

#### Unit 4.

Advertising planning & scheduling. Media planning, Factors influencing the choice of media, Cost Planning, Cost & Impact Analysis, Media Scheduling, Advertising Agencies & their role.

#### Unit 5.

Measuring advertising efficiency, Evaluation of advertising effectiveness, Methods of measuring advertising effectiveness, Pre-testing & Post-testing.

### **Suggested Readings:**

Shamci A.N., Electronic Media, Anmol Publication

Arvind Singhal and Everett M. Rogers, India's Communication Revolution- Sage Pub. 2007

Further books can be referred at time of study.

**Module 1**

RM-01 Rural Society

RM-02 Rural Development

**Module 2**

RM-03 Rural Marketing

RM -04 Cooperative Management

**Module 3**

RM-05 Participatory Development In Rural Areas

RM-06 Rural Industrialization

**Module 4**

RM-07 Rural Credit Finance

RM-08 Commodity Trading and Derivatives

**Module 5**

RM-09 Rural Resources and Development

RM-10 Natural Resources Management

## Module 1

### RM-01: Rural Society

Course Objectives: “Rural Society” introduces village India to the P.G. Students. I will enable students to: a. Make an analysis of a village’s structures: economic, social, political, religious and cultural and how these combine to assure a division between the more powerful and less powerful and Identify the interests of the powerless, and see how the latter can be empowered to secure their rights.

- I Society: a conceptual understanding, social structure and social function, social system, methods of structural analysis. Marxist, the watershed approach, skills in the use of structural analysis as a means towards people’s empowerment, field work and field report.
- II Rural sociology, definition, scope, aims, importance, basic concepts; rural society, its evolution over the centuries. The village community, village types, profiles and population features. Distinction between urban and rural society
- III Castes, family and religion in rural India, caste, class – concept, rural social system – the jajmani system, the rural family, marriage and kinship rural women and children.
- IV Religion in Indian villages, rituals, festivals, the rural community, dormant or activated, tribes of central India.
- V Rural change: social processes – a conceptual understanding, sanskritization and mobility, westernization, impact of cities/ industries, understanding rural change – how it takes place – agents of change

### SUGGESTED READINGS

- Kumar Encyclopedia of Rural Sociology
- R. Desai Rural Sociology in India, 2000
- R. K. Sharma Rural Sociology, 1997
- S. C. Dube Indian Village, 1975
- Suresh Sharma Tribal Identity and the Modern World
- M. V. d. Bogaert Articles on Community Bldg., 2000
- Stephen P. Huyler Village India, 1985
- J. B. Chitambar Introductory Rural Sociology, 1972
- Vidya Bhushan and D. R. Sachdeva, Introduction to Sociology
- K. Singh Rural Sociology, 2001

## RM-02 : Rural Development

Course objectives - this paper aims at an understanding of the concept of rural development, its approach processes. it also highlights the issues of change and development in rural areas. it focuses on the development perspective in india, the agricultural production system, concept of risk, ownership and control over resources (owner and tenant), land, mark labour market, credit market, the concept of poverty, trends of poverty and poverty alleviation.

- I Development and Change in rural India, Rural India in the past, present and future, Need of rural vitalisation, Concept and process of Rural Development, Perspective and Approaches of Rural Development.
- II Growth and Fluctuation: Community development programmes in India, Basic Determinants of Rural Social Development.
- III Basic determinants of rural economic growth. Models of economic growth: Rostow's model, Harrod – Domar's growth model. Rural Economy: Rural and Agrarian political economy
- IV Theories in Agrarian development, Ownership and control over resources, rural market- land, labour and credit market
- V Rural Problems, Rural social structure, Rural education, Rural health, Rural means of transportation and communication, Concept of poverty, Rural indebtedness, Trends of poverty and its analysis, Approaches to Poverty alleviation

### Suggested Readings

- *Rural Development Principles, Policies and Management* Kartar Singh, Sage Publications.
- *Micro Economic Theory* Sundharam and Vaish, S.Chand.
- *Management in Agricultural Finance* Jain S.C.
- *Rural Development : Organisation and Management –1988* Desai Vasant, Himalaya, Bombay.
- *Integrated Rural Development* Arora R.C., S.Chand, New Delhi.

## **Module 2**

### **RM-03 : Rural Marketing**

#### **Objectives**

The objective of the course is to explore the students to the rural market environment and the emerging challenges in the globalisation of the economies.

#### **Course Contents**

- I Nature, characteristics and the potential of rural markets in India, Socio-cultural economic & other environmental factors affecting rural marketing. Attitudes and behaviour of the rural consumers and farmers;
- II Marketing of consumer durables and non-durable goods and services in the rural markets with special reference to product planning, Media Planning, planning of distribution channels and organising personal selling in rural markets in India.
- III Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors; Organisation and functions of agricultural marketing in India. Classification of agricultural products with particular reference to seasonality and perishability, Marketing structure and performance. Processing facilities for different agricultural products. Role of warehousing;
- IV Determination of agricultural prices and marketing margins. Role of agricultural price commission. Role of central and state governments. Institutions and organisations. In agricultural marketing.
- V Unique features of commodity markets in India. Problems of agricultural marketing; Nature, scope and role of cooperative marketing in India.

#### **Suggested Readings.**

1. Arora, R.G. "Integrated Rural Development". 1979. Schand, New Delhi.
2. Desai, Vasnat. "Rural Development". 1988, Himalaya, Bombay.
3. Mishra, S.N. "Politics and Society in Rural India". 1980 Inter India, Delhi.
4. Porter, Michael E. "Competitive Strategy". 1980. Free Press, New York.
5. Rudra, Ashok. "Indian Agricultural Economics". Myths and Realities. 1982. Allied, New Delhi.
6. Stalk, George. Competing Against Time. 1990. Free Press, New York.

List of cases and specific references including research papers, articles and books will be announced in the class.

## **RM-04: Co-operative Management**

### **Objectives**

The objective of the course is to expose the students to the functional problems of co-operative organizations in view of the compulsions of technology and the changing market structure with the globalization of markets.

### **Course Contents**

- I Co-operative Administration: A Global Perspective; Ecology of Co-operative Administration; the Cooperative Sector & Economic Development;
- II. Cooperative Management: Nature & Functions; Professionalized Management for cooperatives; Role of Leadership in Cooperative Management; Placement.
- III. The Role of the Board of Directors in Cooperative Management; The State and the Cooperative Movement; Effects of Cooperative Law on Management.
- IV Long Range Planning for Cooperative Expansion; Policy Making; Executive Direction; Human Resource Management; Organizational Structure;
- V Project Formulation, Implementation and Evaluation; Financial Management; Marketing Management; Procuring Management; Distribution Management; Coordination between Trading Cooperatives & Public Sector Trading Agencies: Problems & Prospects;

### **Suggested Readings**

1. Ansari, A.A. "Cooperative Management Patterns" Amol Pub., Delhi, 1990.
2. Akmat, J.S. "New Dimensions of Cooperative Management, Himalaya Pub. House, 1978.
3. Goel, B.B. "Co-operative Management and Administration" Deep & Deep Pub., 1984.
4. Kamra, Pawan Kr. "Co-operative Management" Deep & Deep Pub., 1987.
5. Sah, A.K. "Professional management for the Cooperatives", Vikas Pub. House P. Ltd., 1984
6. Taimni, K.K. "Managing the cooperative enterprise ed., Minarva Associates P. Ltd., 1978.

List of cases and specific references including research papers, articles and books will be announced in the class.

## **Module 3**

### **RM-05: Participatory Development in Rural Area**

#### **Objectives.**

To provide a comprehensive understanding of the Organisation, and Administration of Rural institutions, Decentralisation, Participation in decision making processes and the Co-operatives.

#### **Course Contents**

- I Concepts of community development: Traditional Village Organisation and Rural Institutions.: Panchayat Raj/Local Self Government., Organisation and Administration:
- II Decision making processes: Committees and recommendations, Rural development; Review of Five Year Plans.
- III Agrarian Reforms, Conflicts: Public Utilities and Access. Design and Evaluation of Community Development Projects; Participation and Involvement.
- IV Co-operatives Evolution, Development, Organisation, Administration; Role of State in Cooperatives Development.
- V Role of Financial Institutions: Role of NGOs in Participatory Development. Centre-State control

#### **Suggested Readings**

1. Desai, Vasant. "Rural Development". 1988. Himalaya, Bombay.
2. Kamat, G.S. "Managing Co-operative Management". 1986. Himalaya, Bombay.
3. Laxmaii, T.K. and Narayan, B.K., "Rural Development in India: A Multidimensional analysis". 1984. Himalaya, Bombay.
4. Maddick, H. "Panchayati Raj: A Study of Rural Local Government in India". 1970. Longman London.
5. Mathur, T. "Rural development in India". 1984.' Agricole, New Delhi.
6. Ommen, T K. "Social Transformation in Rural India.. Mobilisation and State Intervention". 1984. Vikas, New Delhi.
7. UNAPDI. "Local Level Planning and Rural Development. Alternative Strategies". 1986. Concept, New Delhi.

List of cases and specific references including research papers, articles and books will be announced in the class.

## **RM-06: RURAL INDUSTRIALISATION**

### **Objectives**

To provide a comprehensive understanding of the Linkages between Rural Industrialisation. Agro-based industries and Rural Development.

### **Course Contents**

- I Rural-Urban organisational and Industrial patterns: Decentralised Industries: Small and Medium Scale Industries: Choice of Rural, Agro based industries:
- II Issues in the size and Location of Industries.: Appropriate technology and issues in the transfer of technology. Rural labour employment and rural industries.
- III Policy and Development of Cottage Industries; Organisation and administration of KVIC: Promotional measures: Subsidies, Incentives and financial inputs.
- IV Issues in product development, Pricing, Quality marketing and supporting organizations, Role of Co-Operatives.
- V Financial institutions, Central, State and Local Governments.: Socioeconomic impacts of rural industrialization: Sectorial Systems Approach to Rural Industrialisation.

### **Suggested Readings**

1. Acharya, S.S. and Agarwal, N.L. "Agricultural Marketing in India". 1987. Oxford & IBH, New Delhi.
2. Dasgupta, S. "Diffusion of Agricultural Innovation in Village India". 1989. John Wiley, New York.
3. Desai, Vasant. "Rural Development" 1988. Himalaya, Bombay.
4. Dholakia, R H. and Iyenger 5. "Planning for Rural Development: Issues and Case studies". 1988. Himalaya, Bombay.
5. Hanumantha. Rao, C.H. "Technological Change and Distribution of Gains in Indian Agriculture". 1975. Macmillan, Delhi.
6. Papola, T S. "Rural Industrialisation". 1982. Himalaya. Bombay.
7. Thakur, S Y. "Rural Industrialisation in India: Strategy and approach". 1986. Sterling, New Delhi.

List of cases and specific references including research papers, articles and books will be announced in the class.



## Module 4

### RU-07: RURAL CREDIT AND FINANCE

#### Objectives

To provide a conceptual framework and understanding of financial management practices and methods for rural development agencies.

#### Course Contents

- I Rural Indebtedness: Factors, Analysis and Implications: System of Rural and Agricultural Credits in India: Short term, Medium term and Long term Credit Systems.
- II Rural Credit: Needs, Objectives, Sources (Institutional, Non-institutional), and Types. Role of Central, State and Local Bodies. Role of Cooperatives and Commercial Banks. Integrated Agricultural Credit Services.
- III. Multi agency approach to Rural Credit and Agricultural Finance. Structure and Responsibilities of Credit agencies Loans Overdues and Recovery, Farm Credit and Modernisation:
- IV District and Block level Credit Planning: Refinance: Purpose, Guidelines, Terms and Conditions: Credit Facilities and Support Services.
- V Micro Finance: meaning, evolution and character of MF, delivery methodologies, micro finance models, legal and regulatory framework for micro finance, monitoring and evaluation findings, emerging issues, Strategic Issues in Micro Finance.

#### Suggested Readings

1. Ajit Singh. "Rural development and Banking in India Theory and Practice" 1985. Deep & Deep. New Delhi.
2. Dandekar, V M. "Financing Small and Marginal Farmers through Co-Operative Credit Structure". 1976. Allied, Bombay.
3. Desai, Vasant, "Rural Development: Organisation. and Management". vol-3.1988. Himalaya, Bombay.
4. Jain, S C. "Management in Agricultural finance". 1970. Vora, Bombay.
5. Naidu, L K. "Bank Finance and Rural Development". 1986. Ashish, New Delhi.
6. Tokbi, M R. and Sharma, D.P. ed. "Rural Banking in India", 1975. Oxford, Delhi.
7. Armendariz, Beatriz and Jonathan Morduch, *The Economics of Microfinance*, MIT Press, (2005) 2007 [First three chapters are posted in WebCT as PDF files.]
8. Yunus, Muhammad, *Banker to the Poor: Micro-lending and the Battle against World Poverty*, Public Affairs: New York, (1999) 2003 – needs to be purchased  
List of cases and specific references including research papers, articles and books will be announced in the class.

## **RM-08 : Commodity Trading and Derivatives**

Course Objective: This paper aims at educating students about the commodity markets. The increasing popularity of rural people in commodity trading requires rural management experts to have complete understanding of trading in commodities and commodity derivatives.

- I Commodity Products : Gold, Base metals, crude oil, natural gas, electricity, plastics, coal, Emissions, price drivers and trading in commodity products.
- II Commodity trading system, Commodity Exchanges in India, Warehouses and Delivery Points.
- III Commodity Derivatives: Forwards and Futures, swaps, options, derivative pricing, spot forward relationships, spot forward options and swap relationships, sources of value hedge, and measures of option risk management.
- IV. Risk Management: categories of risk, commodity market participants, hedging corporate risk exposures
- V Framework for analyzing corporate risk, bank risk management, hedging customer exposures, view driven exposures.

### **Suggested Readings**

To be recommended by the Teacher

## **Module 5**

### **RM-09: RURAL RESOURCES AND DEVELOPMENT**

#### **Objectives**

To provide an in-depth understanding of the problems and processes of rural development, ecology, resources and other major developmental issues.

#### **Course Contents**

- I. Rural economy, income, resource distribution and gaps : Rural ecology, irrigation, Water supply and habitation :
- II Land holdings, assets distribuion and Land reforms : Land Utilisation and cropping patters :
- III Agricultural productivity : Technology inputs - Water, Electrification, Fertilisers, Seeds, Implements,
- IV Plant Protection and subsidies : Manpower : Employment. Migration : Women: Status, Role and participation:
- V Forest Resources and Social Forestry: Special area Development programmes: Wasteland development: Public services and Extension services.

#### **Suggested Readings**

1. Arora, R. C. "Integrateq Rural Development". 1979. S Chand, New Delhi.
2. Sansil P C. "Agricultural Statistics in India". 1974. Arnold Heinemann, New Delhi.
3. Gupta A. "Ecology and Development in the Third World. 1988. Routledge, London.
4. Hanumantha Rao, C. "Agricultural Production" Functions Costs and Returns in India". 1965. Asia, Delhi.
5. Joshi, PC. "Land Reforms in India". 1975. Institute of Economic Growth, Delhi.
6. Joshi, Ved. "Migrant Labour and Related Issues". 1987, Oxford and IBH, New Delhi.
7. Khusro, AM. "The Economics of Land Reforms and Farm Size in India". Institute of Economic Growth, Delhi.

List of cases and specific references including research papers, articles and books will be announced in the class.

## **RM 10: Natural Resource Management (NRM)**

**Objectives:** This course provides students knowledge about the contribution of Natural Resources in the economic development of the country and life support to rural community more specifically to the forest dwellers. The student will come to know about the causes of deforestation, value of regeneration, protection, role of institutions, policies, indigenous management for sustainability of natural resource and its implication in the life of a human being.

- I Natural Resources: Introduction, Natural resources: land, forest and water, Natural resource in rural economy and its role, Degradation of natural resources and its impact.
- II Natural resource management and development for rural economy, Use of different techniques in NRM: Toposheets, GIS (Geographical information system), Schemes of the Govt. for natural resource management
- III Forest Resources: Introduction, Forests and forest inhabitants/forest dwellers, Major and minor forest products, Role of NTFP in the economy of rural community, Indian forest law.
- IV Horticulture and cash crops: Introduction to horticulture, Olericulture, Floriculture – loose and cut flowers, Pomology, Mushroom cultivation, National Horticulture board and Govt. schemes for horticulture promotions.
- V Medicinal and Aromatic crops in India, History and significance of Ayurveda and herbal treatment systems, Importance of herbal products and their source plants, Medicinal plant cultivation, Importance of herbal products in Indian and world market, Research Institutes on MAP in India, Rural techniques for processing of MAP.

Reference:

1. Forest and Forestry by G.D.P Vyaas
2. Impact Assessment Framework for community Based natural resource management – A Ravichandran
3. Community forestry by S.S Negi
4. Mushroom growing by Neeta Bahl

## **Specialization: Mass Communication**

### **Module 01**

MC-01 History, Principles and Press laws of Journalism

MC-02 Principles of Mass Communication

### **Module 02**

MC-03 Print Media- Reporting, Editing and Feature writing

MC-04 Printing, Publication and Mass Communication

### **Module 03**

MC-05 Electronic Media- Radio, Television, Film and Internet

MC-06 Audio-Video Communication Technique & E Media Management

### **Module 04**

MC-07 World of world News

MC-08 Rural and Ecological Mass Communication

### **Module 05**

MC-09 Advertising and Public Relations

MC-10 Media Effects Research

## **Specialization: Mass Communication**

### **Module-01**

#### **MC-01 History, Principles and Press laws of Journalism**

The objective of the course is to make the students familiar with the history and press laws which will provide the understanding about the existing situation of the mass communication media and their approach.

#### **Course Contents**

##### **UNIT - I**

Journalism: Meaning and Form, Nature, Objectives and Problems of Journalism, Democracy, Public vote and Newspaper, Freedom of Press.

##### **UNIT – II**

Journalism Environment: Political, Economic, Social, legal, International, Internal, External. Role of Journalist in the changing world,

##### **Unit III**

Working environment of Journalist and free lance journalist, Environmental Ethics in journalism, Code of conduct of press

##### **UNIT IV**

First Press Council, Second Press Council, Indian Press Council, Organizations of Journalists and Journalist Movements. Indian Constitution: General Introduction

##### **UNIT – V**

Main Newspapers of the World, Hindi Journalism in foreign countries, News Paper Agencies, Journalism in India and Education in Mass Communication, Working Journalist: Condition of service, Bacchawat Wage Board.

#### **Suggested Readings**

1. Freedom of Press: Edited by Harold L. Nelson
2. Indian Politics and the Role of the Press: Sharad Karkhanis
3. A History of the Press In India : S Natara Jan
4. Indian Journalism: Dr. N.K.Murthy.
5. Press, Public opinion and Government in India: Dr. Sushila Agarwal
6. The Constitution of India: Government of India.
7. Introduction of Journalism: E.H. butter.
8. Rise and growth of Hindi journalism: Dr. Ram Ratan Bhatnagar.

## **MC-02 Principles of Mass Communication**

### **Objectives**

The objective of this paper is to familiarize the student with basic principles and concept of Mass Communication.

### **Course Contents**

- I. Communication- Mass Communication: Concept, Form and Nature, Mass Communication: Objectives, Functions and Process,
- II. Medium of Mass Communication and Social Change, Special representations by Mass Communication Medium Expert (Macbride Representation), Indian Mass Communication Policies.
- III. Society and Mass Communication, Mass Communication and Politics, Governments and Mass Communication, Mass Communication and Culture, Public Opinion and Publicity.
- IV. Principles of Mass Communication, Nature and Methods of Communication, New dimensions in Communication and new Information Technology,
- V. Concept of International Communication and Globalization, Challenges of cultural imperialism and Neo-colonialism, Information Market and New emerging media, Philosophy of New World Information and Communication Order.

### **Suggested Readings**

1. Communication: Ramond Willium
2. Mass Communication: Jan R. Witner, Alin and Wacken, London
3. Ideology and Modern Culture, Jaun B. Thompson, Politi Press, Cambridge UK
4. James Curran, Michael Gurevitch and Janet Woollacott(eds) Mass Communication and Society, Edward Arnold and The Open University Press, London

## **Module 2**

### **MC-03: Print Media- Reporting, Editing and Feature writing**

The objective of this paper is to equip learners with skills of writing for print media and editing for print media.

I Meaning, Definition and Concept of News, Identification and development of Sources of News, News value and content, Elements of News, Newsworthiness, qualities and 7 C's of News, Process of News gathering and their presentation, Basics of Reporting.

II Meaning, Definition and Concept of Editing, Basic Principles of Editing, Need for Editing, Principles of giving headlines and sub-headlines, Structure of news room of a daily newspaper, Proof reading marks and arranging copy.

III Specialised reporting on issues like Political, elections, Budget, Financial, National Calamities, Sports and Games, Agriculture and Environment, Science and Technology, Crime, Communal riots and agitation, Development matters and others.

IV Advance writing exercise for features, articles, backgrounds and interviews, Proceedings of the meetings of Panchayats, Municipal Corporation and Legislative Assembly.

V Career in Print Media. On line Editing, Editing and page making, adjusting special stories and columns, editing photographs and graphics, lay-out and make-up, book review.

### **Suggested Readings**

The Story of Writing (ISBN 0-8008-0172-5) Pentelic, Taplinges, 1981.

Design and Makeup of Newspaper- Albert A Sutton, Prantice Hall, New York

News Editing: Bruce Westley, Oxford and IBN Publishing Co. New Dehli.

Editing and Design- Harold Evan



## **MC-04: Printing, Publication and Mass Communication**

### **Objective**

The objective of the course is to develop the basic understanding of the editing, printing and publishing to the public through various mass communication media.

### **Course Contents**

- I. Editorial Department, Co Editor, Editing the Newspaper, Heading, Free lance Journalist, Points to be considered while Newspaper editing.
- II. Editing the periodicals, Sunday special and special bulletin, Review of books, Reference
- III. Journalism, Editor, Editorial Writing, Editorial Page and Letter to Editor.
- IV. History of Printing, Technical revolution in Printing, Newspaper through Satellite
- V. Different Techniques of Printing, Press Copy and Proof Editing, Page arrangement of Newspaper

### **Suggested Readings**

News Editing: Bruce Westley, Oxford and IBN Publishing Co. New Dehli.

Editing and Design- Harold Evan

## Module 3

### **MC-05: Electronic Media- Radio, Television, Film and Internet**

The objective of this paper is to equip learners with skills of writing for electronic media and electronic media technology.

- I. Introduction to Radio as a mass medium, Radio broadcasting in India, Radio Programme Production basic equipments, recorders and other equipments, stages of radio programme production, techniques of radio programme production, live broadcasting techniques in Radio, Radio Ads and Jingles, Radio and Development Communication, Ethics and Laws of Radio broadcasting, Censorship Policies.
- II. Introduction to television as a mass medium, Developments in Television Transmission in India, DTH, DTT, Cable TV and Satellite broadcasting, Television Programme production basic equipment, cameras, different formats of camera, lighting and sound equipment, Linear Editing, Non-linear editing, Sound effects and Visual Effects, Usage of Animation techniques and Graphics.
- III. Radio: FM Radio, FM Broadcasting techniques, Scope of FM radio in Rural and Urban India, FM in Community Service Communication, Community Radio in India, Importance of Feedback in Radio, Style and language employed in FM presentations.
- IV. Script writing for Television News and presentation, the visual language, Grammar of Television: Television production, Television advertisements, Stages of Television Production Pre-production, production and post-production,
- V. Organization structure and characteristics of a television channels, Marketing of Television software, Documentary film making, Independent film making and freelancing. On line News Papers and developing contents for their editions. Data, Information, good information and its characteristics, information classification, information and Internet, Information related to media, Social Media.

### **Suggested Readings**

Indian Broadcasting: H R Luthra Publication Division, New Delhi

Broadcasting In India: G. C. Awasthy, Allied Publications, New Delhi

The work of Television Journalist: Robert Teirel, Focal Press, Landon.

Television and Screenshot Writings: Richard A Blum, Bateberth-Henimain

## **MC-06: Audio-Video Communication Technique & E Media Management**

### **Objective**

The objective of the courses to develop the basic understanding of the fast changing Mass Communication Media both Audio and Video.

### **Course Contents**

- I. Electronic Media in New Millennium: Characteristics and Relevance, Radio, Cinema and Television in India, Tape recorder and Cassettes. Managing in the Electronic Media, The Media Marketplace: Markets, Mergers, Alliances and Partnerships.
- II. Information Technology and Mass Communication in SAARC Countries, Television in UK and USA, Use of WWW for Information collection, Information Act by States, technology and Electronic Media Management.
- III. Writing, editing and directing for electronic media, Marketing-news and news management, Programming: Strategy and distribution.
- IV. Managing personnel-audiences and audience research. Electronic Media Management-role of Public Relations. Video conferencing and other Mass Communication Media.
- V. Information and Broadcasting methods in International organizations, Private TV Channels in India, Use of Internet and Computer.

### **Suggested Readings**

1. Encyclopedia of Indian Cinema: Ashish Rajadhyaksh and Paul Wilman.
2. Art of Broadcasting: S.P. Jain, Intellectual Publishing House, New Delhi.
3. Broadcasting and the People: Mehra Masani, National Book Trust, New Delhi.
4. India's Communication Revolution: Arvind Singhal & Everett M. Rogers, Sage Publication India Pvt. Ltd., New Delhi.
5. Information and Cimmunication Technology Development: Edited by Subhash Bhatnagar and Robert Schware, Published by Sage Publications Delhi.
6. World Association of News Papers: World Press Trends, Paris.
7. Management of Electronic Media: Alan Albarran, Cengage Learning.

## **Module 04**

### **MC-07: World of world News**

#### **Objectives**

The Objectives of this course is to acquaint the student with the various aspects of world News and Press laws so that he may be able to see the concept in a broader perspective.

#### **Course Contents I**

- I. Introduction to World, Evolution and Development of Newspaper, Evolution and Development of Newspaper agencies, Newspaper in Developed, Developing and Under developed countries.
- II. Independence, Concept and Evaluation of Press, International Press Laws and Press Councils, International Informational Policy,
- III. Development of Printing Techniques in World, Main advertising agencies of world. Problem and Solutions of Mass Communication.
- IV. Main Newspapers and magazines in world, Center for Mass Communication Training in World, Awards and recognitions relating to Mass Communication,
- V. UNESCO: Idea of new information and other institutions, Development and Evolution of Radio in world, Television in the new decade: Some trends,

#### **Suggested Readings**

To be recommended by Teacher

## **MC-08: Rural and Ecological Mass Communication**

### **Objective**

The objective of the course is to develop the basic understanding of the Mass communication media prevalent in Rural area and environmental related communication to the general public.

### **Course Contents**

- I. Nature and Scope of Rural Mass Communication, Rural Mass Communication and Rural Development.
- II. Environmental Movement in India, Environmental Laws, , Folk Mediums: Main Folk Medium in India, Traditional system of Folk Media,
- III. Concept and Form of Environment, Environment in India and Problems of Environment, Environment and Mass Communication,
- IV. Contribution of Mass Communication in Rural Area, Rural Mass Communication and Social Change, Contribution of Electronic Media in Rural Mass Communication.
- V. Writing and Editing for Environment, Agriculture and Rural Issues, Social Feature Writing, Social and Film Journalism.

### **Suggested Readings**

Environmentalism: Politic Ecology and Development, Praveen Seth, Rawat Publication, Jaipur and New Delhi

Indigeneous Vision People of India attitude to Environment, Geeti Sen, Sage Publications, New Delhi.

Sustainable Development of the Rural Poor, B. Pramod & N Murai Balal, Himalayan Publishers, Bombay.

Writing for Farm Families, MG Kamath, Allied Publication, Pvt. Ltd., New Delhi.

## **Module 05**

### **MC-09: Advertising and Public Relations**

- I. Definition, Scope, Concept of Advertising, History, Growth and Development of Advertising in Indian context, Types of Advertising.
- II. The Role of Advertising in Social Change, Role of advertising in Marketing and Corporate Image building, Various media of Advertising, Study of Appeals, motivation, needs, attitude and their use in advertising creativity.
- III. Media Planning, Layout and Visualization, Copy writing for Print, Radio and Television Advertisements, Advertising Campaign Planning, Advertising Agency and its structure, role and functions, Media buying Agencies.
- IV. Definition, Scope and Concept of PR, History, Growth and Development of PR in Indian context, Role and Functions of PR, Various types of Publics, Tools of PR for External and Internal Communication, PR in Government central and State, PSU, Private, NGO and Educational Institutions, PR campaign planning.
- V. Public Opinion, Publicity, Crisis Communication, Media Relations, Financial PR, Political PR, Business Communication, Event Management, House Journals, PR in Rajasthan, Advertising Research; Role of Technology in Advertising and PR.

### **Suggested Readings**

Advertising: Mass Communication in Marketing, James E Littlefield & C. A. Kirkpatrick

Advertising in Free Society: Ralph Harris and Arthur Seldon

Typography of Press Advertising, Kenneth Day

Layout, Raymond A Bellings

## **MC-10: Media Effects Research**

The aim of this subject is to educate students about the mass media' effects on society and give an overview of research findings on media' impact and related mass media theories.

- I. A Scientific Approach to the Study of Media Effects, Scientific Methods in Media Effects Research.
- II. A Brief History of Media Effects Research, Time Spent with Mass Media: Reasons and Consequences.
- III. Effects of Media Violence, Sexual Content in the Media, Media That Stirs Emotions, Persuasive Effects of the Media.
- IV. The Effects of News and Political Content, The Effects of Media Stereotypes, The Impact of New Media Technologies.
- V. Meet Marshall McLuhan: A Less Scientific Approach to Media Impact.

### **Suggested Readings:**

Media Effects Research: A Basic Overview: Glenn G. Sparks, CENGAGE Learning.

The Imagery of Power: A Critique of Advertising, Fred English.

Further books to be recommended by teacher

# **Specialization: Social Works**

## **Module 1**

- SW-01 Introduction to Social Work
- SW-02 Sociology for Social Worker

## **Module 2**

- SW-03 Social Welfare Administration
- SW-04 Gender Development and Family Welfare

## **Module 3**

- SW-05 Social Problems and Social Work
- SW-06 Social Justice and Empowerment

## **Module 4**

- SW-07 N.G.O. Management and Corporate Social Responsibilities
- SW-08 Disaster Management (Forest and Eco - Environment)

## **Module 5**

- SW-09 Labour Welfare and Legislation
- SW-10 Health Care Practice



# Specialization: Social Works

## Module 1

### SW-01: INTRODUCTION TO SOCIAL WORK

#### OBJECTIVES:

Familiarize students to the core values and philosophy of social work profession and enable them to imbibe these values into their professional self.

Enable students to understand and differentiate social work and other related terms.

Understand the context of emergence of social work as a profession.

Understand the nature of Social work practice in different settings.

#### COURSE CONTENTS:

##### Unit I: Fundamental of Social work

Definitions & Concept of Social Work, Values of social work, Principles of social work  
Social Work: Nature and goals, Social work & its relationship with Sociology, Psychology, Political Science, Economics & Anthropology

##### Unit II: Historical Development of Social Work

Development of professional social work in U.K. and U.S.A., Development of professional social work in India, Contribution of Gandhiji and Dr. B. R. Ambedkar in social work

##### Unit III: Social Work as a Profession

Criteria of profession and social work as a profession in India, Curative, Promotive & Rehabilitative functions of social work, Roles of social workers, Competencies (Skills) for social work practice,

##### Unit IV: Theoretical Perspectives for Social Work Practice

Person-In-Environment Model, Strengths Perspective, Anti-Oppressive Social Work, Feminist Social Work,

#### UNIT V

Code of ethics for social workers – (TISS Code of Ethics) , Empowerment Model of social work, emerging areas for social work practice: Social defence, Industry, Family & Child Welfare

#### REFERENCES:

- |  |      |  |
|--|------|--|
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| Clark, C. & Asquith, S.                  | 1985 | Social Work and Social Philosophy. London: Routledge and Kegan Paul.                 |
| Payne, M.                                | 2005 | Modern Social Work Theory. New York: Palgrave/MacMillan.                             |
| Dominelli, L.                            | 2004 | Social Work: Theory and Practice for a Changing Profession. Cambridge: Polity Press. |
| Woodrofe, K.                             | 1962 | From Charity to Social Work. London: Routledge                                       |

- and Kegan Paul.  
The Integration of Social Work Practice. California: Brooke/Cole.
- Parsons, R.J., Jorgensen, J.D. & Hernandez, S.H. 1994  
Pincus, A. & Minnahan, A. 1973  
Diwekar, V.D. (ed.) 1991  
Gore, M.S. 1993  
Compton, B. & Galaway, B. 1984  
Brill, N.I. & Levine, J. 2002  
Reamer, F.G. 1999  
Timms, N. 1977  
Bailey, R. & Brake, M. (eds.) 1975  
Bailey, R. & Brake, M. (eds.) 1975  
Johnson, L.C. 1998  
Trevithick, P. 2000  
Singh, S. & Srivastava, S.P. 2005  
Mohan, B. 2002
- Social Work Practice: Model and Method. Itasca: Peacock.  
Social Reform Movements in India: A Historical Perspective. Bombay: Popular Prakashan.  
The Social Context of Ideology: Ambedkar's Social and Political Thought. New Delhi: Sage Publishing.  
Social Work Processes. Chicago: The Dorsey Press.  
Working with People: The Helping Process. Boston: Allyn and Bacon.  
Social Work Values and Ethics. New York: Columbia University Press.  
Perspectives in Social Work. London: Routledge and Kegan Paul.  
Radical Social Work: London: Edward Arnold (Publishers)Ltd.  
Radical Social Work: London: Edward Arnold (Publishers)Ltd.  
Social Work Practice: A Generalist Approach. Boston: Allyn and Bacon.  
Social Work Skills: A Practice Handbook. Philadelphia: Open University Press.  
Teaching and Practice of Social Work in India. Lucknow, New Royal Book Company  
Social Work Revisited. Xillinis: Xillbris Corporation.

## **SW-02: SOCIOLOGY FOR SOCIAL WORKER**

### **OBJECTIVES:**

- Understanding of concept to examine social phenomenon.
- Develop skills to analyse India society.
- Understand social change and conflict.
- Understanding the importance of social institution for analysing social problem.

### **COURSE CONTENTS:**

#### **Unit I: Sociology & its relationship to other disciplines.**

Meaning, Scope & Significance, Its relationship with other social sciences viz. history, economics, politics, psychology, anthropology & Social Work.

#### **Unit II: Society & Culture.**

Society as a system of relationship, Social Structure: Meaning, Status & Roles.  
Culture: Meaning & Content- Tradition, Customs, Values, Norms, Folks & Mores.  
Socialisation: Meaning, Processes & Agents.

#### **Unit III: Indian Society:**

Composition of India Society: The concept of unity of diversity. Social classification in India: Tribal, Rural & Urban divisions. Social Stratification in India:

#### **Unit IV Social Group**

Meaning, Caste, Class division. Theories of Society: Significance of a theoretical understanding of society, Evolutionary, Cyclical, Conflict & System theories. Meaning & Types: Primary & Secondary Groups, In Groups & Out-Groups.

#### **Unit IV: Social Institutions & Social Control:**

Types of Social Institution : Marriage, Family, Religion, State & Law, Meaning & Function: Social Control.  
Social Control exercised through the Social Institution.

### **REFERENCES:**

- Vidhyabhushan and D.R.Sachdeva, An Introduction to Sociology (1999) 32<sup>nd</sup> edition, Kitab Mahal , Allahabad -1.
- M. Harmlambos with R.M. Heald, Sociology Theme and Perspectives (2000)24<sup>th</sup> impression, Oxford University Press.
- K. Kumar Principles of Sociology (1982), Neelam Sales Corporation, Agra-2.
- S. Guruswamy, Development of Sociology(1995), Sterling Publishers Private Ltd., Bomby.
- K. Singh, Problems of Sociology (1997), Prakashan Kendra, Lucknow.
- Neil J. Smelser, Sociology An Introduction, (1070), Wiley Eastern Pvt. Ltd., New Delhi.
- Dr.Hansh Raj, General Sociology (1992), SBD Publishers, Delhi-6.
- Ganshyam Shah, Social Transformation in India, (1997), Rawat Publication, Jaipur and New Delhi.
- Ram Ahuja, Indian Social System (1997), Rawat Publication, New Delhi.
- B.kuppiwamy, Sociology, (1998) Wiley Eastern Pvt. Ltd., New Delhi.
- Kingsley Davish, Human Society (1981), Surjeet Publication, Delhi.

## **Module 2**

### **SW-03: SOCIAL WELFARE ADMINISTRATION**

#### **OBJECTIVES:**

- Develop a historical understanding of the concept of Social Welfare with specific reference to India.
- Develop a critical understanding of the role played by the Government and the Voluntary sector in reaching out to vulnerable groups in the country and understanding the role of Public Private partnerships.
- Understand the agencies/institutions of the government and the voluntary sector responsible for the delivery of welfare services and in bringing development to the people.

#### **Course Contents**

##### **UNIT I :- Social Welfare**

Concept and Definition of Social Welfare, History of Social Welfare with special reference to India. Models of Social Welfare, History of government effort in Social Welfare.

##### **UNIT II :- Structure of Social Welfare And Development Administration**

Structural Arrangements for Social Welfare in India (Centre) & Gujarat (State), Concept & Evolution of Development Administration in India, Local Self Govt. – Urban (Municipal Council/ Corporation) Rural – Panchayati Raj Institutions, Main features of the 73rd & 74th Constitutional Amendments

##### **UNIT III :- Social Welfare – Government Programmes and Schemes:**

Government Programmes & Schemes for Welfare with specific reference to SC/STs BCs/ Differently abled, National Commissions for SCs/ STs, Minorities, Safai Karmacharis. Role & functions of Mahamandals

##### **UNIT IV: - Social Welfare – Voluntary Organizations**

Introduction of Voluntary sector, Registration of Organizations. Government-NGO Interface, Public-Private Partnership.

##### **Unit V**

NGO Governance - Role of Trustees, Board of Directors –Legal compliances. Accountability and Transparency.

#### **REFERENCES**

Abraham, Anita. (2003) Formation & Management of Non-Govt. Organizations, Universal Law Publishing Co. N. Delhi  
Choudhary, Paul. Social Welfare Administration.

Credibility Alliance: Norms for Enhancing Credibility in the Voluntary Sector. July 2006. Mumbai.

Encyclopedia of Social Welfare (2008). Social Work Education : Social Welfare Policy

Jain A. & Unni, S. Seth Development Administration. Publishers Pvt. Ltd. Mumbai 2000 Chp. 1

The Constitution of India. Seventh Schedule. Bakshi PM Universal Law Publishing  
Coop. Pvt. Ltd. 2007. pps. 362-370

Louise C. Johnson & Charles L. Shwartz. Social Welfare: A Response to Human  
Need.

Nagendra, Shilaja. (2007). Voluntary organizations & Social Work., Oxford Book  
Co.

Sachdeva, D.R. ( 2003) Social Welfare Administration in India. ( 4th Edition) Singh,

Hoshiyar. (1995) Administration of Rural Development in India. Chp.1 - Sterling  
Publishers Pvt. Ltd. New Delhi.

Social Welfare Administration (1998) Vol. 1. Theory & Practice, Deep & Deep  
Publications. N. Delhi,

Social Work Administration & Development. Bhattacharya, Sanjay. Rawat  
Publications, Mumbai. 2000.

The People's Movement. Vol. 1, No. 6 Nov. – Dec. 2004. News. Magazine of the  
National Alliance of People's Movements.

Commentary on the Mumbai Municipal Corporation Act, 1888 III of 1888 as  
Amended by the Mumbai Municipal Corporation Act 43 of 2000.

Desai, Shruti. Chps. 1,2. Snow White Publishers Pvt. Ltd. 2001.

## **SW-04: GENDER DEVELOPMENT AND FAMILY WELFARE**

### **Objectives:**

- **Conceptually clarify about the Gender, Gender and sex, Gender discrimination & Bias, and Legislations.**
  - **To understand the “GENDER” in the context of Indian Social System.**
  - **To understand the family as social institution**
  - **To sharpen the skills and techniques required for social work practice with Child, Youth and Family**
- 

### **Course contents:**

#### **UNIT I: GENDER DEVELOPMENT**

Meaning and Definition of Gender and Development, Gender and Discrimination Gender Bias, Gender and age of the marriage, Types of Marriage, Gender, Sexuality and Power, Cultural Construction of Gender, Gender inequality and Gender Oppression, Third Wave Feminism

#### **UNIT III: GENDER AND LEGISLATION**

Culture and Gender Status w.r.t India, Gender and Population Structure of India, Gender work and Wages, History of Women Development Act and Right of Women, Domestic Violence and Dowry Prohibition Act, Medical Termination of Pregnancy Act.

#### **UNIT III: FAMILY & SOCIAL WORK**

Definition, Concept and Types of Family, Impact of Westernization on Family, Family Disorganization and Dispute, Family Structure and Old Age, Government Programme for Family Welfare, Family therapy and Counseling, Family Centered Social Work, Role of Family Counseling center

#### **UNIT IV: CHILD AND YOUTH WELFARE**

Child Welfare: Concept and Definition, Government Schemes and Programmes for Child Welfare, Role of NGOs in field of Child Development,

#### **Unit V**

Concept, Definition and Characteristics and Problems of youth, Government Schemes and Programmes for Youth Welfare and Development, Youth and Politics

### **References:**

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- Ahuja, Ram (1996). *Youth & Crime*. Rawat Publications, Jaipur & New Delhi.
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- Ghosh, Bhola Nath, 2008 , *Women Governance in Tripura*, Concept Publishing Company, New Delhi.
- Jeff Hearn and David Morgan ,1990, *Men, Masculinities and social theory* - a collection of articles investigating the nature of masculinity in modern society, Unwin Hyman, London.
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### Module 3

#### SW-5: SOCIAL PROBLEMS AND SOCIAL WORK:(w.r.t. Indian Society)

##### Objective:

- To gain insight into various social problems in Indian society
  - Understand the context of emerging challenges of social work
  - Develop the skills of social worker in various settings
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##### Course Content:

#### **UNIT I: SOCIAL PROBLEMS, PERSPECTIVES AND DIVERSITY**

Meaning and Definition of Social Problems, Perspectives of Social Problems, Social Problems, Socio-Religious Norms and Constitutional Provision,

#### **Unit II**

Problems of Caste, Class and Ethnicity in Indian Society, Communalism

#### **UNIT III: SOCIETAL DISORGANIZATION**

Meaning of Social Disorganization, Crime and Juvenile Delinquency, Drug Addiction

#### **UNIT IV: PROBLEMS RELATED TO FAMILY**

Domestic Violence and other Problems of Women, Problems of Ageing & Social Work  
Children's Problems & Social Work

#### **UNIT V: SOCIAL WORK INTERVENTION**

Emerging Challenges in Social Work Practice, Curative, Primitive and Rehabilitative  
Functions of Social Work, Skills of Social Workers, Role of Social work and Social  
Worker

##### **References:**

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## SW-6: SOCIAL JUSTICE AND EMPOWERMENT

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### **Objective:**

- **Understand the critical elements of history, theoretical aspects of social justice in to social work practice.**
  - **Increasing accountability among students to ensure social justice is brought to the forefront.**
  - **The students should enrich their knowledge about Social Exclusion, Human Rights, Social Justice, and Empowerment.**
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### **Course Content:**

#### **Unit I: Introduction to Social Justice and Empowerment in India**

History of Social Justice with Reference to Ideology, Meaning and Concept of Social Justice, Theories of Social Justice. Social Justice as a Value of Social Work Union

#### **Unit II**

State Government: Functions, Policies and Programmes, Social Justice for Downtrodden & Weaker Section of the Society

#### **Unit III: Social Exclusion and Inclusive Policies in India**

Meaning of Social Exclusion and Social Exclusion of SCs, STs and OBCs, Issues related to Food, Poverty and Livelihood of Marginalized Section of the Society, Inclusiveness and Government`s efforts

#### **Unit IV: Human Rights and Social Legislation**

Concept and Philosophy of Human Rights Fundamental Rights in Indian Constitution UN Declaration of Human Rights and International Agencies for Human Rights

#### **Unit V: New Areas of Social Work**

Restorative Justice and Advocacy, Environmental Justice, LGBTs

### **References:**

- Goel,S.L., *Social Welfare Administration : Social Justice & Empowerment(Vol.2)*Deep & Deep Publications Pvt.Ltd. New Delhi. 2010
- Gopalan, S., *India and Human Rights*, Lok Sabha Secretariat, New Delhi,1998
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- Ambedkar Chair, Gujarat University, Ahmedabad, 2004.
- Manon Tremblay and Carol Johnson., (edt.)*The Lesbian and Gay Movement and the State: Comparative Insights Into a Transformed Relationshi*, Ashagate Publishing Company, Burlington, 2011
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## Module 4

### SW-7: N.G.O. MANAGEMENT AND CORPORATE SOCIAL RESPONSIBILITIES

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#### Objectives

To Introduced students about the Non – Government Organization and its structure

To understand the Management of Projects individually and organizationally

Students should be inform about the working areas of Non – Government organizations

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#### Course Content:

##### UNIT I: Non- Government Organization—An Introduction

Concept of NGO

Historical views of NGO

Functions and types of NGO

##### UNIT II: NGO and laws

Registration Procedure and Laws

Income tax Act

Income tax Exemption for NGO

##### UNIT III: Working Area of NGO and societal development

Education & Human Rights

Health

Women and child welfare

##### UNIT IV: Corporate Social Responsibility Responsibility

Concept & Definition

Scope & Challenges

CSR Global Views, Role of Government and NGO in CSR

##### Unit V

Triple Bottom Line Approach of CSR: Economic, Social, Environmental

Stake holders and Social Preferences: Customer, Employees, Communities, Investor

#### References:-

- Clark, John, 1991 Voluntary Organisations: Their Contribution to Development. London, Earth Scan.
- Dorothea, Hilhorbt, 2003 The real World of NGOs: Discourses, Diversity and Development. Zed Books Ltd.
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## **SW-8: DISASTER MANAGEMENT (FOREST AND ECO - ENVIRONMENT)**

### **Objectives**

- To understand the Disaster Management and its importance
  - To understand the environmental hazards and its techniques of prevention.
  - To sensitize students about the environmental issues and motivate to work for environmental conservation
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### **Course content:**

#### **UNIT I: UNDERSTANDING, TYPES AND EFFECTS OF DISASTERS**

Meaning, Nature, Characteristics and Types of Disasters, Causes and effects of Disaster  
Disaster Management: Prevention, Preparedness and Mitigation,

#### **Unit II**

Natural disaster: Earthquakes, Floods, Droughts, Cyclones & Tsunamis, Man-made Disaster: Nuclear, Biological and Chemical Disaster, Fires & Road Accidents, Functions of Government and other Non-government agencies

#### **UNIT III: FOREST AND ENVIRONMENT**

Forestation, Deforestation and Healthy Environment, National Forest Policy and Forest Conservation, Work of Agencies for Forestation in India

#### **UNIT IV: ENVIRONMENTAL HAZARDS**

Global warming – as a Worldwide Problem, Impact of Global Warming and Issues  
Natural Calamities in India

#### **UNIT V: ROLE OF SOCIAL WORKER IN DISASTER MANAGEMENT**

Role of Social Worker in Disaster Management and Environment Protection, Environmental Movements in India, Role of Government and Disaster Management

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## Module 5

### SW-9: LABOUR WELFARE AND LEGISLATION

#### Objectives:

- Understand the concept of Labour Welfare as well as problems of marginalized groups.
  - Student should take greater attention towards the conditions of labour and their welfare.
  - Student understands about the law related to industrial relations, works, wages, and security to deal with management and labours.
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#### Course Content:

#### UNIT I: INTRODUCTION OF LABOUR WELFARE

Concept and Need of Labour Welfare, Labour Policy & Labour Commission in India  
I.L.O: Structure, Functions and Impact on Indian Labour Legislation

#### UNIT II: LAW RELATED TO INDUSTRIAL RELATIONS AND CONDITION OF WORK

Industrial Disputes Act, 1947, Indian Factories Act, 1948, Indian Trade Union Act, 1926

#### UNIT III: LEGISLATION FOR WAGES, SOCIAL SECURITY, HEALTH AND SAFETY

Payment of Wages Act, 1936, The Minimum Wages Act, 1948, Workmen's Compensation Act, 1923, The Payment of Bonus Act, 1965,

#### Unit IV

Employees' State Insurance Act and Provident Fund Act, 1948, The Indian Maternity Benefit Act, 1961

#### UNIT V: MARGINALIZED AND UNORGANIZED SECTOR

Unorganized Labour: Meaning, Types and Problems. Constitutional and Statutory Safeguards for Unorganized Labours. Bonded Labour and Contract Labour

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## **SW-10 HEALTH CARE PRACTICE**

### **Objective:**

- To understand the areas of medical Social work and the role of Social worker.**
  - To understand the concepts of Health, Hygiene, Illness, Diseases, Medicine and Government intervention for the public health in India.**
  - To inform the students about the structure and functions of national and international organization works on health.**
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### **Course Content:**

#### **UNIT I: Medical Social Work**

- Concept of Medical social work
- Nature and Scope of Medical social work
- Role of social worker in medical social work

#### **UNIT II: Health and Medicine**

- Concept and meaning of health and Hygiene, Preventive and Social Medicine
- Concept and Level of Prevention
- Concept of community health and community health care, Health care facilities,

#### **UNIT III: Nature of Diseases and Government Intervention**

- Communicable and Non – communicable disease
- Maternal and Child Health services
- Government Programmes, Policy and Schemes in India

#### **UNIT IV: Counseling and Psychiatric Social Work and Health care organization**

- Concept of Counseling and Psychiatric Social Work
- Common Mental Health Disorder
- Role of psychiatric Social Worker

#### **UNIT V**

- National International Organization: Indian council of medical research (ICMR), World Health Organization (WHO), UNICEF, Indian Red Cross Society, CARE

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