



स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ

नांदेड— ४३१६०६ (महाराष्ट्र)

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY

NANDED-431606, MAHARASHTRA STATE, INDIA.



स्वामी रामानंद तीर्थ
मराठवाडा विद्यापीठ, नांदेड.

Established on 17th September 1994 - Recognized by the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'A' Grade

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पुण्यश्लोक अहिल्यादेवी होळकर
महाविद्यालय, राणीसावरगांव, ता. गंगाखेड,
जि. परभणी, येथील मानवविज्ञान
विद्याशाखेतील सी.बी.सी.एस. पॅटर्नचा
B.A. (Rural Management) (प्रथम वर्ष)
अभ्यासक्रम शैक्षणिक वर्ष २०१८-१९
पासून लागू करण्याबाबत.

परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, प्रस्तुत विद्यापीठाशी संलग्नित पुण्यश्लोक अहिल्यादेवी होळकर महाविद्यालय, राणीसावरगांव, ता. गंगाखेड, जि. परभणी, येथील मानवविज्ञान विद्याशाखेतील C.B.C.S. (Choice Based Credit System) Pattern नुसारचा खालील अभ्यासक्रम शैक्षणिक वर्ष २०१८-१९ पासून नव्याने लागू करण्याच्या दृष्टीने मा. विद्या परिषदेच्या कार्योत्तर मान्यतेच्या अधीन राहून मा. कुलगुरू महोदयांनी मान्यता दिलेली आहे. तसेच या संदर्भातील यापूर्वीचे परिपत्रक क्र.शैक्षणिक(१)/परिपत्रक/पदवी-सीबीसीएस अभ्यासक्रम/२०१७-१८/५०७, दिनांक १४.०७.२०१७ रद्द समजण्यात यावे.

1. B.A. (Rural Management) - I Year

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेत-स्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

‘ज्ञानतीर्थ’ परिसर,
विष्णुपुरी, नांदेड — ४३१ ६०६.
जा.क्र.: शैक्षणिक(१)/परिपत्रक/पदवी-सीबीसीएस
अभ्यासक्रम/२०१८-१९/१८५७
दिनांक : ३०.१०.२०१८.



स्वाक्षरित /—
उपकुलसचिव
शैक्षणिक (१-अभ्यासमंडळ) विभाग

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, परीक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
- ३) प्राचार्य, पुण्यश्लोक अहिल्यादेवी होळकर महाविद्यालय, राणीसावरगांव — ४३१ ५३६, ता. गंगाखेड, जि. परभणी.
- ४) उपकुलसचिव, पदव्युत्तर विभाग, प्रस्तुत विद्यापीठ.
- ५) साहाय्यक कुलसचिव, पात्रता विभाग, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.



**SWAMI RAMANAND TEERTH
MARATHWADA UNIVERSITY,**

“Dnyanteerth”, Vishnupuri,

NANDED – 431 606 (M.S.)

BACHELOR OF ARTS (B. A.)

IN

RURAL MANAGEMENT

SYLLABUS

BARMFY

Semester Pattern

(Choice Base Credit System)

BARM FIRST YEAR

(With Effective from 2018-19)

**CHOICE BASED CREDIT SYSTEM (CBCS)
SEMESTER PATTERN**

B.A.R.M. (UG) Programme under Faculty of Social Science

(With Effect from Academic Year 2018-19)

Name of the Faculty: **Social Science**

Total Credit: 122 Average Credits Per Semester: 23

Note:

Assessment Shall Consist of Continuous Assessment (CA) and
End of Semester Examination (ESE)

Weightage: % for ESE & % for CA

Each Paper is of 3 Credits

Paper- (Elective) Transfer of Credit as per Student choice.

Choice Based Credit System (CBCS) Course Structure (New scheme)

Faculty of Social Science
B.A.R.M. First Year Syllabus
 Semester Pattern effective from 2018-19

Subject: B.A. (Rural Management)

| Semester | Core Course | Paper No. | Name of Paper | Lectures /Week | Total No. of Lectures | CA | ESE | Total Marks | Credits |
|---------------------|-------------|-----------|--|------------------|-----------------------|------------|------------|-------------|------------|
| Semester-I | BARM | I | Concepts of Management | 4 | 55 | 35 | 40 | 75 | 3 |
| | BARM | II | Economics for Managers | 4 | 55 | 35 | 40 | 75 | 3 |
| | BARM | III | Human Resource Management | 4 | 55 | 35 | 40 | 75 | 3 |
| | BARM | IV | Marketing Management | 4 | 55 | 35 | 40 | 75 | 3 |
| | BARM | V | Research methodology for Management | 4 | 55 | 35 | 40 | 75 | 3 |
| | BARM | VI | Communication Skill – I | 4 | 55 | 35 | 40 | 75 | 3 |
| | BARM | VII | Rural development | 4 | 55 | 35 | 40 | 75 | 3 |
| | BARMPR | I | Practical Field work, Dissertation, Project Work & Viva | 4 | 55 | - | 50 | 50 | 2 |
| | | | | Total – I | 32 | 440 | 245 | 330 | 575 |
| Semester-II | BARM | VIII | Rural marketing | 4 | 55 | 35 | 40 | 75 | 3 |
| | BARM | IX | Rural Business Environment | 4 | 55 | 35 | 40 | 75 | 3 |
| | BARM | X | Woman and Children in Rural Development | 4 | 55 | 35 | 40 | 75 | 3 |
| | BARM | XI | Financial Accounting | 4 | 55 | 35 | 40 | 75 | 3 |
| | BARM | XII | Business Communication | 4 | 55 | 35 | 40 | 75 | 3 |
| | BARM | XIII | Communication Skill –II | 4 | 55 | 35 | 40 | 75 | 3 |
| | BARM | VIV | Microfinance and Rural development | 4 | 55 | 35 | 40 | 75 | 3 |
| | BARMSPR | II | Practical: Field work, Dissertation, Project work & Viva | 4 | 55 | - | 50 | 50 | 2 |
| | | | Total – II | 32 | 440 | 245 | 330 | 575 | 23 |
| Total – I+II | | | | 64 | 880 | 490 | 660 | 1150 | 46 |

**BACHELOR OF ARTS (B.A)
IN
RURAL MANAGEMENT**

REGULATIONS:

- ❖ The course for the Degree of Bachelor of Arts in Rural Management shall extend over a period of three academic years, divided into six semesters for full time course.
- ❖ Each semester of six month shall consist of 07 theory subjects and 01 practical each carrying 75 marks hence total of 575 marks. A Student may be a candidate for semester examination if he/she has passed H.S.C in arts, science or commerce or an equivalent examination.
- ❖ The following shall be subject:
Semester-wise Distribution of papers is below.

CBCS-Paper Pattern in the Subject of
B.A. (Rural Management)
B.A.R.M. First Year
(Effective from 2018-19)

SEMESTER-I

| Paper No. | Name of Paper | Internal Marks | External Marks | Total Marks |
|------------------|--|-----------------------|-----------------------|--------------------|
| I | Concepts of Management | 35 | 40 | 75 |
| II | Economics for Managers | 35 | 40 | 75 |
| III | Human Resource Management | 35 | 40 | 75 |
| IV | Marketing Management | 35 | 40 | 75 |
| V | Research methodology for Management | 35 | 40 | 75 |
| VI | Communication Skill – I | 35 | 40 | 75 |
| VII | Rural development | 35 | 40 | 75 |
| I | Practical Field work, Dissertation, Project Work & Viva | - | 50 | 50 |
| Total | | 245 | 330 | 575 |

II Semester

| Paper No. | Name of Paper | Internal Marks | External Marks | Marks |
|------------------|---|-----------------------|-----------------------|--------------|
| VIII | Rural marketing | 35 | 40 | 75 |
| IX | Rural Business Environment | 35 | 40 | 75 |
| X | Woman and Children in Rural Development | 35 | 40 | 75 |
| XI | Financial Accounting | 35 | 40 | 75 |
| XII | Business Communication | 35 | 40 | 75 |
| XIII | Communication Skill –II | 35 | 40 | 75 |
| XIV | Microfinance and Rural development | 35 | 40 | 75 |
| II | Practical: Field work, Dissertation, Project work & Viva | - | 50 | 50 |
| Total | | 245 | 330 | 575 |

B.A. (Rural Management):

(With Effective from 2018-19)

First- Year (First- Semester)

Paper No. I

Concepts of Management

Credits: 03

Periods: 55

Marks: 75

Objective: -

- Imparting understanding on nature of managerial job in term of principles, skills & roles.
- Familiarizing students with the basic elements of management process.
- Helping learners evolve an integrated perspective of discipline of management & inter-linkages of this course with other core and functional area courses.

Course content:

Unit -I: Introduction Management:

10 periods

Meaning, Scope and process of management, managerial skills, level and roles, Evolution of management theory.

Unit -II: Planning and Decision-Making:

15 periods

Meaning, Scope and importance of planning, Strategy making: formulation vs crafting model, Goal setting: vision, mission, objective, strategy, goals and targets, Management by objectives, Decision making; managerial decision making models.

unit -III: Organizing:

15 periods

Division of work & various of organisational structure; power, authority and responsibility, delegation and decentralisation, coordination.

Unit-IV: Actuating and Directing:

15 periods

Leadership and collaboration, leader vs manager; Brief discussion on theories of leadership, motivating others, content theories of motivation, communication process; barriers to communication.

Suggested Reading:

1. Stoner, A.F. James & R.E. Freeman, Management, Prentice Hall of India.
2. S.P. Robbins, Management, PHI, New Delhi.
3. H. Koonzt, and C. Donnel, Essentials of management, McGraw Hill, New Delhi.
4. Drucker, F. Peter, The Practice of Management . N. Deming, Management; Principles and Guidelines, Wiley India.

Paper No. II

Economics for Managers

Credits: 03

Periods: 55

Marks: 75

Objective: -

- To create an understanding of the relevant concepts and analytical tools of economic theory.
- To develop economic way of thinking.
- To enable the learner apply the economic concepts and tools in managerial decision-making.

Course Content:

Unit-I: Introduction to Economics:

10 periods

Principles of Economics; Theory of the firm; demand and supply analysis; elasticity of demand, demand forecasting.

Unit -II: Production Process and Cost Analysis:

15 periods

Properties of production function, Law of diminishing returns; Isoquants and returns to scale; Cost concepts and cost curves (short and long run); economics of scale and scope.

Unit-III: Market Structure:

15 periods

Price and output under perfect competition, monopoly; monopolistic competition and oligopoly; price discrimination.

Unit-IV: Macro Economics:

15 periods

Circular flow of economic activities; National Income: concepts and measurement, Instruments of Fiscal policy; tools of Monetary policy.

Suggested Reading:

1. Peterson, Craig H., Lewis, Chris and Sudhir Jain, Managerial Economics, Pearson Education, 2006.
2. Mark Hirshey, Economics for managers, 2007, Thomson Learning.
3. Samuelson, Paul, Economics, 18th edition, 2005, Tata-McGraw Hill.
4. Gupta, G. Managerial Economics, 2004, Tata-McGraw Hill.

Paper No.III
Human Resource management

Credits: 03

Periods: 55

Marks: 75

Objective: -

- To familiarise the students with Human Resource Management. Concept and function.
- To help the students in identifying problems in the management of Human Resources.
- To acquaint the students with different strategies and legislations used in management of HR related issues in the organisation.

Content:

Unit I: Introduction to Human Resource Management : 10 periods

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

Unit II: Manpower Management 15 periods

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

Unit III: Compensation, Benefits and Performance Management 15 periods

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

Unit IV: Industrial Relations 15 periods

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

Suggested Readings:

1. Monoppa & Saiyadain, Personnel Management, Tata McGraw Hill, New Delhi.
2. Patnayak, Biswajeet, Human Resource Management, ed.iii, 2006, P.H., New Delhi.
3. T.V. Rao and Raju Rao, (ed) 360 degree Feedback and Performance Management System, Vol.I, ed.ii, 2003, Excel Books.
4. Gar Dessler, Human Resource Management, ed. X, 2006, Person Education New Delhi.
5. Strauss & Sayles, Personnel Problems of Management, Prentice Hall of India.
6. Pramod Verma, Management of Industrial Relations, Vora Prakashan, Ahmedabad.
7. Sinha, PRN, Sinha IB and Shekhar SP, Industrial Relations, Trade Unions and Labour Legislation, Pearson Education, New Delhi 2004.

Paper No. IV

Marketing Management

Credits: 03

Periods: 55

Marks: 75

Objective:

- To familiarise with the basic concepts, and techniques of marketing management.
- To understand the behaviour of consumers.
- To create awareness of marketing mix elements.
- To analyse and solve marketing problems in the complex and fast changing business environment.

Course Content:

Unit- I: Marketing Basics:

10 periods

Marketing and its core concepts, Marketing Management and its tasks, different philosophies of marketing management, marketing micro environment, marketing macro environment.

Unit -II: Major Marketing concepts and Consumer Behaviour 15 periods

Concepts and components of marketing mix, target marketing, market segmentation and positioning, market targeting, consumer buying behaviour, consumer buying decision process.

Unit -III: Managing Products

15 periods

Basics concepts of a product, product mix and product line decisions, branding decisions, new product development process, innovation diffusion process.

Unit- IV: PLC and Pricing

15 periods

Product life cycle strategies, meaning and significance of price, factors influencing pricing, general pricing, approaches, pricing practices and strategies.

Suggested Readings:

1. Kotler, P., Marketing Management, Analysis, Planning and Control, 2007, Prentice Hall of India, New Delhi.
2. Gandhi, J.C., Marketing, A Managerial Introduction, 2000, Tata McGraw Hill.
3. Kotler, P., Principles of Marketing, ed. IX, Prentice Hall of India, New Delhi.
4. Stanton, Etzel & Walken: Fundamentals of Marketing, ed.X, McGraw Hill.
5. Jha & Singh: Marketing Management in Indian Perspective.

Paper No.V

Research Methodology for Mangers

Credits: 03

Periods: 55

Marks: 75

Objective:

- To provide students an insight into various sources of business research data and examine processes for collecting data and analysing the same.
- To learn how to prepare and present marketing research reports.
- To develop skills to evaluate the changing nature of business research and assess the contribution of these changes to actionable business research.

Course Content:

Unit-I: Business Research: An Introduction:

10 periods

Introduction to basic concepts; Stages in the Research process; problem definition, Research objective, types of Research Significance of business research in Managerial decision making; Business research in practice.

Unit-II: Research Designs & Data collection Techniques:

15 periods

Classification of Research Designs; Exploratory, Descriptive and conclusive Research designs; causal Research; secondary Data- Nature, Sources and Advantage; primary Data- Nature, Types, means & issues in obtaining primary Data.

Unit-III: Measurement, Attitude Scales and Questionnaire Design:

15 periods

Concept of Measurement, scales of measurement - Their types and properties, measurement of attitude and scaling procedures, questionnaire design and testing.

Unit IV: Sampling, Hypothesis Testing and Data Preparation

15 periods

Sampling Theory, Designs and issues, Central Limit Theorem, Testing - Concept & Procedures, Data Preparation Process.

Suggested Readings:

1. Naresh Malhotra, Marketing Research: An Applied Orientation, Pearson/ Prentice Hall.
2. Boyd, Westfall and Stasch, Marketing Research: Test and Cases, Richard D. Irwin, Homewood, Illinois.
3. Churchill, G.A. Marketing Research: Methodological Foundations, Dryden Press, New York.
4. Majumdar R., Marketing Research: Text, Applications and Case Studies, Wiley Eastern Ltd., New Delhi.
5. Tull D.S., Haekins D.I, Marketing Research: Measurement and Methods, Macmillan, New Delhi.

Paper No. VI

Communications Skills –I

Credits: 03

Periods: 55

Marks: 75

Content:

Unit-I: Spoken and Written Language:

15 periods

Spoken and written Language-Conducting meetings: preparing an agenda, chairing and participating in a meeting, keeping notes and preparing the minutes

Unit-II: Appearing for a Job Interview:

20 periods

Appearing for a job interview: preparing bio-data, appearing for and conducting an interview, Making a presentation at a workshop. Reading up some pre- given material on a topic, preparing a written speech, delivering it and making points on transparencies. Introduction to Non verbal communication: Posters, Wall Magazines.

Unit-III: Reading & Writing Skills:

20 periods

Reading skills: I - reading a newspaper/magazine article, reading a simple novel
Writing skills: I - writing a review: book, article, newspapers, etc; writing a small article for the newspapers based on field reporting.

Suggested Readings:

- १) प्रा. एन.डी. आपटे., (२००२): अशी ही इंग्रजी., राजहंस प्रकाशन, पुणे.
- २) डॉ. उमेशचंद्र शुक्ल., (२००३): हिंदी व्याकरण-रस छंद अलंकार सहित, वाणी प्रकाशन, नई दिल्ली.
- ३) ह.अ. भावे., (१९९५): मराठी-इंग्रजी शब्दकोश., वरदा बुक्स, पुणे.
- ४) अब्दुस-सलाम चाऊस., (२००५): चाऊस डिक्शनरी-मराठी इंग्रजी डिक्शनरी, अल्टिमेट पब्लिकेशन्स, नागपूर.
- ५) प्रो. आर.सी. पाठक., (२००३): स्टॅन्डर्ड इल्युस्ट्रेटेड डिक्शनरी-अँग्लो-हिंदी., श्री गंगा पुस्तकालय, वाराणसी.
- ६) एस.व्ही. सोहनी., (२००३): अ न्यु स्पेशल डिक्शनरी ऑफ लिट्हींग इंग्लिश., नितीन प्रकाशन, पुणे.

Paper No. VII

Rural Development

Credits: 03

Periods: 55

Marks: 75

Course Contents

Unit-1. Rural Development and Natural Resources: 20 periods

Agriculture and Rural Development cross country perspectives; Rural income diversification and rural industrialisation/enterprises; Natural Resources and Rural Development (Water, Forest, Rural Energy etc)

Unit-2. Microfinance: 20 periods

Microfinance and Rural Poverty Reduction experiences; Rural health, primary education and housing; Rural Infrastructure and Development

Unit-3. Rural Problems: 15 periods

Rural Development; Poverty, Food Security, Gender, Environment, Equity and ICT- country experiences

Reading List

- Mukherjee, A. and Zhang: Rural Non-form Development in China and 2005 India: The Role of Policies and Institutions, Development Strategy and Governance Division, Washington D C, IFPRI.
- Gulati, A. and Shenjien: The Dragon & the Elephant; Learning from 2008 Agricultural and Rural Reforms in China and India. New York: Oxford University Press.
- DESA : An Integrated Approach to Rural Development: 2004 Dialogues at the Economic and Social Council United Nations. Place of Publication: New York.
- Derek, B, Xinshen, D: Agriculture, Rural Development, and Pro-poor and Chris. J, Growth Country Experiences in the Post-Reform 2005 Era, Agriculture and Rural Development Discussion Paper 21. Washington DC: The World Bank,
- Kostag, G. S : Food agriculture and rural development: 2001(ed), Current and Emerging Issues for Economic Analysis and Policy Research, FAO, Rome
- Putterman, L. C.: Continuity and Change in China's Rural 1993 Development: Collective and Reform Eras in Perspective.
- Fernando, N.: *Rural Development Outcomes and Drivers: An 2008 Overview and Some Lessons*, Manila Asian Development Bank.

Second -Semester:

Paper No. VIII

Rural Marketing

Credits: 03

Periods: 55

Marks: 75

Objectives:

- To create awareness about the applicability of the concepts, technique and process of marketing in rural context.
- To familiarise with the special problems related to sales in rural market.
- To help understand the working of rural marketing institutions and agriculture products.

Course Content:

Unit I: Rural Markets:

10 periods

Characteristics and salient features of rural markets, and evolution of rural market and marketing in India.

Unit II: Products for Rural Markets:

15 periods

Product Planning, market research, segmentation and product identification, and forecasting.

Unit III: Pricing and Marketing Communication:

15 periods

Pricing strategies and policies for the rural Markets, Price determination, price discount, marketing communication for rural markets, and special characteristics of rural advertising and promotion.

Unit IV: Selling and Distribution:

15 periods

Sales management for rural markets, special features of sales planning and programming for rural marketing, Marketing channels and distribution strategies, and logistics and support system for rural market.

Suggested Reading:

1. Philip Kotler, Marketing Management, Analysis, Planning implementation and control.
2. Barker J.W., Agricultural Marketing, Oxford University Press, New Delhi.
3. Jha S.M. & Singh, L.P. Marketing Management in Indian Perspective, Himalaya Bombay.
4. Rajagopal, Rural Marketing in India, Renaissance, Delhi.

Paper No. IX

Rural Business Environment

Credits: 03

Periods: 55

Marks: 75

Objective:

- The objective of the course is to familiarise and enable the students to understand rural environment of business in India.
- The focus of the course will be on understanding the social, cultural, institutional, economics and political environment in which business is conducted in cotemporary rural India.
- Understanding the existing scenario and dynamics of the large rural environment would facilitate better, efficient and effective decision making for management of business in rural setting.
- This course intends to provide general overview of the rural business environment in post independent India with a focus on the current scenario.

Course content:

Unit I: Understanding contemporary India Rural Society:

10 periods

Understanding contemporary rural situation, rural social stratification and cast system, rural class structures and changes, farm size classification and change, Rural power structure and change, rural politics and change, process of socio-culture change - sanskritisation, westernisation, secularisation, etc.

Unit II: Agrarian Reforms, Movement and Crisis:

15 periods

Land Reforms and socio-economic change, Green revolution and its impact, farmers movements and others agrarian movements, agrarian crisis and farmers suicides.

Unit III: Rural Institutions:

15 periods

Rural institution arrangements - Rural Financial institution, RRBs, CBs, MFIs, Cooperative institutes, cooperative credit societies.

Unit IV: Rural Economics and Production Systems:

15 periods

Aspects of rural economy, Agro climatic resources and regions of India, Indian Monsoon and its impacts on agriculture, main production system- agriculture and allied system, dry land agriculture, rural non-form sector, horticulture, animal husbandry and dairying, fisheries, forest- based production system, exiting gaps and potential for increases .

///Suggested Reading:

1. J.B. Chaitmbar, introductory rural society, new Age international Publisher, New Delhi.
2. A. Mustfa: Indian rural economy, Serials Publications, New Delhi, 2010 Admission.

Paper No. X

Women and children in Rural Development

Credits: 03

Periods: 55

Marks: 75

Objective:

- This Perspective of this course is not limited to the course as stated in the Section-A.
- This section is again divided into two.

Course Content:

Unit-I: Women Development:

10 periods

Position (Social, economic, political) and development of women, their special needs and various. Efforts being undertaken towards their development.

Unit-II: Child Development:

15 periods

Health Profile: Sex ratio, maternal mortality and morbidity causes behind current status, relationship between women work and health gender biasness in accessing health care family planning and welfare, its limitation, reproductive right, HIV / AIDS and health of women. Educational profile, constraints and opportunities for female education.

Unit-III: Nature of Women's Movement:

15 periods

Shift from welfare to empowerment, concept empowerment, and strategies of organisations working with women, SHG, micro-credit programmes for women.

Unit-iv: Crime Against Woman:

15 periods

Female feticide, infanticide, dowry, domestic violence, sexual harassment at work place; legal provisions for the above.

Suggested Reading:

1. Saxena, K.P.C., Human Rights in India - Perspectives and Challenges, Lancer Books, New Delhi. (ed.) 1994.
2. Sksena, K.P., Human Rights: Fifty Years of Indians Independence; Gyan Publication House, New Delhi. (ed.) 1999.
3. Sen Shankar, Human Rights in a Developing Society, APH Publishing Corporation, New Delhi. 1998.
४. डॉ. भा.कि. खडसे., (१९९५): भारतीय सामाजिक समस्या., श्री मंगेश प्रकाशन, नागपूर.
५. भवाळकर, तारा., (२००२): लोकपरंपरा आणि स्त्री प्रतिज्ञा., लोकवाड:मय गृह प्रकाशन, मुंबई.
६. लीला दुबे., (२००४): लिंगभाव का मनोवैज्ञानिक अन्वेषण, वाणी प्रकाशन, नई दिल्ली.
७. विश्वनाथ काशीनाथ राजवाडे, (२००४): भारतीय विवाह संस्था का इतिहास., वाणी प्रकाशन, नई दिल्ली.

Paper No. XI

Financial Accounting

Credits: 03

Periods: 55

Marks: 75

Objective:

- This paper aims at providing basic as well as practical knowledge of financial accounting.
- To understand the concepts, procedures, methods and system for Government for Non- Governmental Organisation.

Course Content:

Unit-I: Concepts of Accounting:

10 periods

Concepts of accounting, meaning, concepts, convention, branches and objectives of accounting, basic accounting procedure, principles and procedures of Double entry system, advantages and uses.

Unit-II: Preparation of Journal Leger and Trial Balance:

15 periods

Preparation of Journal Leger and Trial balance, Concept, Methods of preparation and limitations of trial balance.

Unit-III: Final Account:

15 periods

Final Accounts; Preparation of trading, profit and loss account and Balance Sheet, Adjustments in Final Accounts.

Unit-IV: Accounting System of Non-Governmental Organisation:

15 periods

Accounting System of Non-Governmental organisation, receipts and payment account, income and expenditure account and Balance sheet. Methods and use of Deprecations.

Suggested Reading:

1. Pandey, I.M., Financial Management, Noida: Vikash Publishing 2005, House.
2. Gitman, L.J., Principles of Managerial Finance, New York, 2000, Addison-Wesley.
3. Atrill, P., Financial Management for Decision Makers. 2005, Prentice Hall Europe.
4. Pendlebury, M. and Groves. R. Company, accounts, analysis, Interpretation and 2004, Understanding. Singapore: Thomson.
5. Brealey, R.A., Myers S.C. and Fundamentals of Corporate Finance, McGraw- A.J. Marcus Hill, 2007.
6. Zietlow, J. Hankin, J.A., Financial Management for Non-profit Alan, P.H. Policies and Practices. London: Wiley, 1999.
7. Bhalla, M, Indian Financial Management, Delhi, Pacific 2009, Publication.
8. Bhalla, V.K., International Financial Management, New Delhi, 2009, Anmol Publications Pvt. Ltd.
9. Pradhan, S., Financial accounting: A business perspective, 2008, New Delhi: Pearl Books.

Paper No. XII

Business Communication

Credits: 03

Periods: 55

Marks: 75

Objective:

- Understand nuances of organisation communication.
- Gain clarity about that themselves and their career goals so that they may excel in forms of communication used in employment screening.
- Learn key elements of verbal and non-verbal communication important for them in their professional life.
- Appraise various forms of organisational communication they are likely to encounter in their work life.

Content:

Unit-I: Communication Process:

10 periods

Communication process, types of communication, Interpersonal and organisational communication, communication Barriers.

Unit-II: Gaining Self Awareness:

15 periods

Gaining Self Awareness, Johari's windows, Developing career plan, How to write a job application letter, Resume writing.

Unit III: Elements of Oral Communication:

15 periods

Elements of public Speaking, Group discussions: concepts, Effective Business Presentation, Types of Job Interviews, How to prepare for Interview.

Unit IV: Non-verbal Communication and Body Language:

15 periods

Non-verbal communication and Body Language, Listening skills.

Suggested Readings:

1. Lesikar, R.V. & J.D. petit, jr. Basic Business Communication, Theory and application, Homewood III, Eight edition, Richard D. Irwin.
2. Meenakshi, Prakash, Business communication, 2007, Oxford publication House.
3. Monippally, M. Business communication strategies, 2001, Tata McGraw Hill.
4. Lewis, Hedwig, Body Language: A Guide for professional, second edition Response Books.

Paper No. XIII

Communications Skills -II

Content:

Unit-I: Reading Skills II:

15 periods

Preparing a bibliography, doing reference work, reading a non-fiction book on a social issue, accessing the internet for material.

Unit-II: Writing Skills II:

15 periods

Summarising key points in an article, writing a survey of literature on a topic, writing a paper, writing a book review (of the book read above), writing a project proposal and reports. Workshop on public speaking.

Unit-III: Language Skills: II

15 periods

Language training for writing records, note taking, comprehension, précis and various types of letter writing.

Suggested Readings:

1. प्रा. एन.डी. आपटे., (२००२): अशी ही इंग्रजी., राजहंस प्रकाशन, पुणे.
2. डॉ. उमेशचंद्र शुक्ल., (२००३): हिंदी व्याकरण-रस छंद अलंकार सहित., वाणी प्रकाशन, नई दिल्ली.
3. ह.अ. भावे., (१९९५): मराठी-इंग्रजी शब्दकोश., वरदा बुक्स, पुणे.
4. अब्दुस-सलाम चाऊस., (२००५): चाऊस डिक्शनरी-मराठी इंग्रजी डिक्शनरी, अल्टिमेट पब्लिकेशन्स, नागपूर.
5. प्रो. आर.सी. पाठक., (२००३): स्टॅन्डर्ड इल्युस्ट्रेटेड डिक्शनरी-अँग्लो-हिंदी., श्री गंगा पुस्तकालय, वाराणसी.
6. एस.व्ही. सोहनी., (२००३): अ न्यु स्पेशल डिक्शनरी ऑफ लिट्डींग इंग्लिश., नितीन प्रकाशन, पुणे.
7. Doctor and Doctor: *Principles and Practice of Business Communication*. Sheth Publishers.
8. John Adair: *Effective Communications*, Rupa and Co.
9. Roy W. Poe and Rosemary, *Business Communication: A case method approach* T. Fruehling. Pramila Ahuja and G. Ahuja.: *How to Listen Better*.
10. John V. Thill and Courtland: *Excellence in Business Communication*
11. L. Bovee Tony Alessandra and Phil.: *Communicating at Work* Hunsaker.

Paper No. XIV

Microfinance and Rural Development

Credits: 03

Periods: 55

Marks: 75

Course Contents:

Unit-1. Rural Banking:

15 periods

Rural Banking – Issues and concerns in providing universal financial access- – Review of institutional arrangements for rural credit in India - Banking with the poor - Understanding Microfinance – Various services and products under Microfinance – approaches to microfinance delivery in India

Unit-2. Rural Insurance:

20 periods

Rural Insurance – Rural livelihoods and risk coping strategies – Insurance as risk mitigating strategies – Nature and degree of rural risks – covariate and idiosyncratic risks affecting rural livelihoods – rural insurance market and IRDA. Agricultural insurance – History of crop insurance – Cropinsurance underwriting and settlement of claims - cattle insurance - loss assessment and settlement of claims.

Unit-3. Government Programme:

20 periods

Government programmes and initiatives in providing rural insurance. Innovations in insurance services in rural areas – weather insurance, market insurance, stock insurance etc. MFIs and microinsurance - Demand and supply of microinsurance – innovations in providing microinsurance – bundling of services etc.

Reading List

1. Brigit, H. 2006: *Access for All: Building Inclusive Financial Systems*”. Consultative Group to Assist the Poorest (CGAP) *Portfolios of the Poor: How the World’s Poor Live on \$2 a Day*. Washington D.C.: Princeton University Press.
2. Elisabeth, R.2009: *Microfinance for Bankers and Investors*. New Delhi: McGraw Hill.
3. Elisabeth Rhyne and Deborah Drake (Eds), 2002: *Commercialisation of Microfinance*. Kumarian Press.
4. Rhyne, E. 2001: *Mainstreaming Microfinance: How Lending to the Poor Began, Grew, and Came of Age in Bolivia*. Kumarian Press.
5. Joanna, L. and Victoria. W. 2006: *Transformation Microfinance Institutions: Providing Full Financial Services to the Poor*. Washington: The World Bank.
6. Ledgerwood, M. 1999: *Microfinance Handbook An Institutional and Financial Perspective*. Washington: World Bank.
7. Nalini, P. T. and Prabir, P. 2006: *Insurance in India: Theory and Practice*. New Delhi: Prentice Hall India.

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