

MNPE-09425068494

In Collaboration with

**Karnataka State Open
University**

Manasagangotri, Mysore-6

Syllabus

Diploma in Rural Management

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Diploma in Rural Management

ELIGIBILITY - 10th Class pass under 10+2 system.

COURSE PERIOD: 1 YEAR

TOTAL MARKS: 800

SUBJECT TITLE	SUBJECT CODE	MARKS		
		Theory	Practical	Total
RURAL ECONOMY AND DEVELOPMENT	DRM-101	50	50	100
SOCIETY, CULTURAL CHANGE & STRUCTURAL ANALYSIS	DRM-102	50	50	100
DEVELOPMENT ADMINISTRATION, PANCHAYATI RAJ & ITS PROGRAMME	DRM-103	50	50	100
THEORIES OF DEVELOPMENT	DRM-104	50	50	100
AGRICULTURE I & II	DRM-105	50	50	100
TRAINING FOR DEVELOPMENT	DRM-106	50	50	100
MANAGEMENT OF RURAL MARKETING	DRM-107	50	50	100
PROJECT MANAGEMENT-II	DRM-108	50	50	100

Program Structure (Face to Face)

CODE	COURSE TITLE	CREDITS
DRM-101	RURAL ECONOMY AND DEVELOPMENT	4
DRM-102	FARM SERVICE MANAGEMENT	4
DRM-103	DEVELOPMENT ADMINISTRATION, PANCHAYATI RAJ AND ITS PROGRAMME	4
DRM-104	THEORIES OF DEVELOPMENT	4
DRM-105	AGRICULTURE I & II	4
DRM-106	TRAINING FOR DEVELOPMENT	4
DRM-107	MANAGEMENT OF RURAL MARKETING	4
DRM-108	PROJECT MANAGEMENT-II	4
TOTAL CREDIT		32

DETAILED SYLLABUS

SEMESTER I

DRM 101: Rural Economy and Development

Total Credit: 4

Block 1

Unit 1:

Nature and features of rural economy of India.
Dimension, dynamics and
magnitude of rural population (Demographic tradition,
Rural-urban-migration.).
Economic role of governments; how markets solve problems,
Cost analysis;
business accounting and opportunity costs.

Unit 2:

Rural poverty and development dimension. (Human capital, inequalities –
poverty syndrome-govt. policy);
Problems of rural unemployment-specially
disguised unemployment causes and remedies,
Livelihood approach.

Unit 3:

Indian agriculture production system-role, problems,
and gender equity,
resource structure,
growth opportunities,
Measuring National Output and income,

Consumption and investment,

Special Economics Zones and implications for rural areas.

Unit 4:

Problems of agriculture labour vis a vis,

Agriculture Produce Market Committees,

Urban Cooperative banks,

Rural Credit Structure;

Role of NABARD;

three tier cooperative banking structure.

mechanised agriculture and green revolution

Block 2

Unit 1

Concepts of Rural Area and Rural Development

Definition and Scope of Rural

Development Causes of Rural Backwardness

Need for Rural Development Historical

Evolution of the Concept of Rural Development in Indian Context.

UNIT 2

Population Growth in India Analysis of Trends Changes in the Composition of Rural

Population and Rural Work Force Problems of Unemployment and

Underemployment in Rural Areas Conditions and Problems of Agricultural Labour

Levels of Living of Rural People Poverty indicators Measurement of Rural Poverty ,

Poverty Line Integrated Rural Poverty.

UNIT 3

Education in Rural areas :Literacy Rates Educational Institutions Formal and Non formal Education: Qualitative and Quantitative Aspects. Health Services in Rural Areas Structure Accessibility Maternal and Child Health Nutrition ICDS Eradication of Contagious Diseases Issues in Community Health AIDS Control Programme National Health Policy of India.

UNIT 4

Housing in Rural Areas :Problems Rural Housing Programmes Low Cost Housing Appropriate Technologies in Rural Housing.
Drinking Water Supply: Sources
Problems Programmes to Solve Drinking Water Problems;
Problems of Sanitation in Rural Areas Low Cost Toilets.

Block 3

UNIT 1

Economic Structure of Rural India:

Asset Distribution

Income Distribution

Expenditure Pattern

Agriculture Economic Development

Agricultural Development under the Plans Food Policy under the Plans

UNIT 2

Organizational Aspects of Agriculture:

Farm size and Productivity Land Reforms

Green Revolution

Cropping Pattern

Crop Insurance

Dry Land Farming

UNIT 3

Alternative Occupations in Rural Areas:

Dairying- Poultry-Fishery-Horticulture-Sheep Rearing

Appropriate Technologies in Animal Husbandry Practices:

Breeding- Feeding-Management

Rural Non Farm Sector

Development Problems and Prospects

UNIT 4

Assessment of Rural Energy Supply and Demand

Management of Rural Energy Systems

Non Conventional Energy Sources Biogas ,Solar and Wind.

Planning for Rural Development

Allocation Under Plans for Rural Development Multi- Level Planning -Organization

for Planning: Centre, State, District and Block Level Planning.

Block 4

UNIT 1

Introduction to Economics and Rural Economics: Scope -Concepts of Demand and

Supply and their Determinants- Welfare Economics. Production Theory :Input-

Output, Output -Output and Input Relationship :

Cobb -Douglas Production Function- Linear Programming Technique.

UNIT 2

Law of variable Proportions

Elements of Farm Management

Steps in Farm Planning

Risk and Uncertainty in Agriculture Measures to Meet in Problem.

UNIT 3

Capital Formation Vicious Circle Problems and Solutions Capital Formation in

Agriculture and Rural Development

.Stages in Agricultural and Economic

Development:

Rostow Mellor Lewis Renis FieModels

UNIT 4

Food Security-

Food Subsidies –

Agricultural Subsidies

Implications of New Economic Policies for Agriculture and Rural Development.

Block 4

Unit 1:

types of communications,

Development and communication,

role of communication in development,

Barriers to communication in development,

Unit 2:

Communication process,
principles and needs,
Communication tools,
Features of various tools,
its techniques,
method of uses,
and merits and limitations.

Unit 3:

Communication methods-Individual,
Group and Mass method,
Features and limitations,
lay out of communications,
needs of communications.

Unit 4:

Traditional and Electronic media
- Features,
Audio-visual aids,
its classification,
application in rural development,
advantages and disadvantages.

DRM 102:FARM SERVICE MANAGEMENT

Total Credit :4

Block 1

Unit1

Farm management - definition

- application of economic principles in farm management, relationship between farm management and production economics
- resource management and allocation
- yield gap - returns to scale - economics of scale - technology and input use - decision theory and expected utility hypothesis.

Unit 2

Optimisation of farm resource use - factor - factor,

factor-product and product

- product relationships
- forms of production functions
- production in dynamic setting policy impact on production - cost concepts
- types of risk
- estimation of risk
- management response to risk
- riskprogramming.

Unit3

Farm efficiency

- technical and economic

farm efficiency measures

- balance sheet -income statement
- farm records - farm planning - partial budgeting
- whole farm bed getting,
- linear programming,

investment analysis.

Unit – 4

Natural resources : Renewable and non-renewable

- land, land use pattern
- land degradation
- land use planning
- optimal management of land, water, forests and fisheries
- energy management
- common property resources
- investment decisions related to resource development
- relationship between conservation,

Block 2

Unit1

Concept and theory of environmental economics

- environmental problems of developing countries
- conflict between technology and environmental protection
- measurement of environmental impact
- Environmental protection : legislation, taxes, subsidies and effluent charges
- role of government in resource and environmental management.

Unit 2

Scope and gains from international Trade

- Terms of trade comparative costs - trade price discrimination
- state trading in agricultural commodities
- case for free- multilateral Trade.

Unit 3

Balance of trade and balance of payment

- foreign exchange: fixed, multiple and flexible rates
- IMF, IBRD, IDA and IFC on agricultural development of developing countries

- import and export procedures
- impact of GATT and WTO on international agricultural trade
- financing of export of agricultural products
- infrastructure for promoting agricultural exports.

Unit 4

Importance and scope of research in agricultural economics

- approach to research process
- hypothesis formation
- testing of hypothesis
- sampling theory and sampling design
- probability theory - survey methods

Block 3

Unit 1

Econometrics

- definition
- simple regression
- multiple regression
- OLS and MLE estimation – multicollinearity, heteroscedasticity and autocorrelation .
- estimation of simultaneous equation

Unit 2

Linear programming :

Concepts and

- sensitivity analysis of the LP model

Applications of LP in farm planning and regional planning.

applications of econometrics to agricultural policy analysis.

Unit 3

Agro Climate Zones and Crop Planning

Use of GIS technology.

Organic Farm Practices & Sustainable Agriculture.

extraction and exploitation of resources

- dynamics of resource use planning for economic growth and sustainability
- resource mapping: GIS and remote sensing data
- natural resource use policies, incentives, and programmes.

Unit 4

Vermi culture, Composting, Biogas.

Awareness of relationship between production systems and common property resources and collective action needed to maintain latter and Fisheries

resources.

Agriculture: Food Crops, Non Food Crops (focus on economics, post harvest technology and marketing).

Block 4

Unit 1

Contract Farming.

Horticulture: Fruits (focus on economics, post harvest technology and marketing)

Horticulture : Vegetables (focus on economics, post harvest technology and marketing).

Unit 2

Horticulture : Flowers (cut-flowers and fresh flowers, focus on economics, post harvest technology and marketing).

Post Harvest Technology.

Unit 3

Livestock :
Dairy Farm Management :
Cattle and Buffalo
management practices and economics:
Preparation of indigenous
milk products.

Unit 4

Livestock: Poultry Farm Management.
Livestock: Sheep and Goat Management.
Aquaculture: Fresh water and Brackish water aquaculture.
Forestry: Agro Forestry and the Wadi idea.
Society Forestry.
Medicinal and Aromatic Plants.
Vermiculture, Composting, Biogas

Block 1

Unit 1:

Social structure and systems in types of society.

Role of management accounting in organizations,

controlling and planning;

accounting personnel;

line and staff.

Decision-making;
opportunity,

outlay and differential costs.

Unit 2:

Two schools of thought :

Marrism and functionalism

- Marrism :

Base and super structure

- Mode of Production – Forces of Production, Deletion of production

Unit 3:

Gender patriarchy and state,
Gender Planning
and the State Historical background

Unit 4:

Culture and cultural change,
Functionalist school,
Single entry and double entry book keeping,
Preparation and Analysis of school tasks.

Block 2

Unit 1:

Indian Scenario:

- Caste class approach
- Caste system
- Class formation
- Conflict and change

Unit 2:

Concepts of Accounting:

Meaning,
concepts,
conventions,
branches and objectives of accounting,
basic accounting procedure,
advantages and uses.

Unit 3:

Preparation of Journal,
Ledger and Trial Balance:
concept,
methods of preparation and limitations of Trail balance.

Unit 4 :

Preparation of Trading,
Profit and Loss Account and Balance Sheet,
Adjustments in Final accounts.
principles and procedures of Double entry system

Block 3**Unit 1:**

Definition and scope of Statistics
and Rural Management,
Structure and Function of Panchayati Raj Institutions in different states.

Unit 2 :

Agriculture Policy Framework and Thrust Areas,
Defining Agri Business
and Agri Value Chain,
Public Private Partnership Manangement.
Procurement,
Cost and efficiency factors,
Competitive buying, Inventory Management.

Unit 3:

Introduction to Supply Chain Management,

Nature and scope,

Capacity management,
Outsourcing,

Supply chain drivers and

obstacles,

Managing supply and demand,

Supply chain design,

development and evaluation and Supply Chain Strategies.

Unit 4:

Preparation of project proposals,

financing,

Capital Investment for

Technology upgradation,

Cash management.

Branding,

Advertising and Sales and Marketing including concept of Marketing

Management, Agriculture system.

Block 4**Unit 1:**

Concept of probability

and probability distribution

– Normal distribution Population,

Sampling distribution,

Unit 2:

Social Security programmes,

Calamity Relief Programmes

Packaging,

Agriculture Marketing.

Unit 3:

Correlation and Regression,

Tests of hypothesis

– Chi-square,

– test,

confidence interval,

ANOVA

Unit 4:

Irrigation,

Minor Irrigation,

Watershed Management

Programme,

Social Forestry and

Wasteland Development.

DRM 103: Development Administration, Panchayati Raj and its Programme

Total Credit : 4

Block 1

Unit 1:

The historical perspective of the emergence of the concepts of the State, Government and Administration.

- Theory of Public Administration and evolution of Development Administration.

Unit 2:

The Constitution of India

– The Salient features of the federal form and the unitary content. The structure and function of the Union Govt.,

State Govt.,

Panchayati Raj Institutions and Urban Local Bodies,

Unit 3:

The objectives of Development Administration as enshrined in the Indian constitution and Statutes,

Constitutional provisions and

Structure and Function of Panchayati Raj Institutions in different states.

Unit 4 :

Implications of the Fundamental Rights and the Directive principles of the State Policy. Separation of powers.

- The structure and functions of the Union Ministries and Departments as well as State Government Departments and their interface.

Block 2

Unit 1 :

Key elements of Development Administration;-

Participation,

Devolution,

Decentralization,

Process of empowerment and consensusorientation.-

Rule of law and Coordination

Unit 2:

Transparency,

integrity and vigilance

- Responsiveness

– Orienting institutions and processes to serve all stakeholders

- Equity – Economic, Social,

Ethnic and Gender equity

- Efficiency and Effectiveness

– Poverty reduction,

employment generation,

accelerating production and productivity

– sustainability based development programmes

Unit 3:

Accountability of decision-makers and organizations to people as also to institution' stakeholders.

- Strategic vision – Long term perspectives on good governance and human development,

Eco-political vision to manage diversity,

simultaneity complexity and change.

- Thrust to disadvantaged-deprived groups and areas – S.T., S.C., B.C., -
Women Child and Disabled Sections of Society.

Unit 4:

District Administration

– Evolution of District Administration,
structure and functions,

accountability of District level development Departments

– Role of District Magistrate/District collector vis-à-vis various Departments’
hierarchies.

Block 3

Unit 1:

Overview of the importance of various District level committees/Institutions

– 20 Point Committee,

District Consultative and Coordination Committees,

DRDAs,

District Planning committees and Programme based Special Committees –
Functions village level Govt. functionaries

Unit 2:

Local self-government in India

– Emergence of the concept of Decentralized Governance

and the Institutions in urban and rural areas. – planning, implementation,
monitoring and evaluation

Unit 3 :

Composition,

functions and powers of

(a) State Election Commission

(b) State Finance Commission

(c) District Planning Committee and

(d) Accounts and Audit authorities.

Devolution of functions and functionaries ,

Financial management in the PRIs.

Unit 4:

Rules, norms,

contents and procedures of major programmes,

Projects and schemes related to Welfare,

Development and Empowerment programmes/Projects/Schemes launched by

the Union government/State Government in following sectors; and their

implementation and financing

Block 4**Unit 1:**

WHO approach to deal with Rural Health;

Indicators,

Determinants and

Status of health.

Unit 2:

Health situation in India,
Appropriate health delivery system in rural areas (Primary Health Care
– PHC etc.) and
intersectoral cooperation in health,
National and State Health Policy.

Unit 3:

- (a) - Reproductive Child Health (RCH)
 - National and Jharkhand Population Policy
 - HIV/AIDS Control
- (b) Affordable treatment for common ailments and First Aid.

Unit 4:

Sanitational aspects regarding – Food
- Drinking Water –
Environment,
Environmental control,
Objective of sanitational aspects.

DRM 104: Theories of development**Total Credit : 4****Block 1****Unit 1:**

- Introduction
- Meaning of development
 - Crisis of theories and theory of crises,

Institutional economic theory of co-operation,
agency theory;
theory of contracts, transaction cost economics,
Economic theory, of Cooperative Organisation.

Unit 2:

The Nation State

- Modernization and Nation building
- Question of legitimacy

Behavioural science concept,

meaning and its scope in development Personality and Individual behaviour;

Attitudes and individual behaviour; perception; stereotyping.

Unit 3 :

Development ideologies in Western history

- Mainstream and counterpoint –

Modernization paradigm,

Motivation;

perspectives on motivation;

linkage with performance.

Unit 4:

Voice of the third world

- Dependence

- Indigenization of development thinking

Organisational Change and development,

Managing Change,
Planning human resources;
demand and supply.

Block 2

Unit 1:

Poverty and development,
Types of groups,
group development and performance:
conflict in groups.
Types of teams,
benefits and costs of teams,
team performance

Unit 2:

Sustainable development,
participatory development,
Causes of stress,
stress management,
Interpersonal Communication.

Unit 3:

Impact of 'development' on Man,
Cross cultural issues in communication,
relationship between structure
and organizational behavior.

Unit 4:

Concept of Ecosystem

and its relevance to development worker.

Types of Ecosystems and
their structural and functional components.

Application of functional components

Block 3

Unit 1 :

Food chains,

Food web and Ecological pyramids.

Trophic dynamic concept with special reference to Forest Ecosystem
and Agro Eco system.

Unit 2:

Bio geochemical cycling of nutrients

Energy flow within the Ecosystems

and Nature's metabolism,

Ecological succession.

Unit 3 :

Impact of human activities of developmental
and non-ecofriendly technologies on environment.

Global concern for Environment.

Unit 4 :

Forestry

– Definition & classification;

Definition of Forest – General,

Ecological and Legal classification of forests based on method of regeneration,

Age, composition, objects of management and Legal status.

Block 4

Unit 1 :

Forest Nursery – Importance,

types, selection of site,

Layout,

Seed beds,

soil preparation,

sowing of seeds in beds,

weeding,

planting out and transplanting grading the nursery stock :

Unit 2:

Plantation organization

– Definition and objects of Artificial regeneration,

Afforestation and Reforestation,

Considerations of establishment of plantation

– choice of species,

selection of site,

choice of method of A.R.,

spacing,

Unit 3:

Estimate and indent of material,
Arrangement of Seed and planting material,
Works to be done inside the plantation area –
Entire planting,
stump planting.
Important Timber/Fuel/Fodder species of India.

Unit 4 :

Wastelands – Definition,
Extent classification,
culturable and unculturable wastelands,
characteristics of wastelands,
causative factors for formation of wastelands,
characteristics of species used in waste land Afforestation,
species suitable for different types of waste lands.

DRM 105: Agriculture I & II**Total Credit : 4****Block 1****Unit 1:**

Factors of crop production,
genotypic, phenotypic,
ethnic, etc.
HYV and Hybrid variety,
Impact of biotechnology on crops

Unit 2:

Farm operations and implements,

Contract Farming,

Horticulture: Fruits (focus on seconomics, post harvest technology and marketing).

Unit 3:

Weeds and their control,
procedures of seeds productions,
qualities of seeds,
different types of fertilizers ,
their applications,

Unit 4:

Plant diseases
and insect pest management,
Ecological Balance and Environment,
procedure of controlling the plant diseases,
preventions of diseases.

Block 2**Unit 1:**

Food preservation and storage,

Agriculture: Food Crops,

Non Food Crops (focus on economics,
post harvest technology and marketing).

Unit 2:

Cultivation techniques for important crops,
Quality requirements,
GM and non GM foods,
the EUREPGAP,
the concept of branding by private sector

Unit 3:

Vegetables and their cultivation;
Fruit growing,
orchard establishment,
propagation use of phytohormons

Unit 4:

Management Information System (MIS) in Agriculture
Definitions,
the purpose of MIS in agriculture,
system of specifications

Block 3

Unit 1:

Rationale for Production of food from animals for human consumption
– in terms of land use,
efficiency of food production,
nutrition,
biological value and consumer demand.

Unit 2:

General Principles

- Reproduction and lactation,
main objective of reproductions,
procedure of reproductions,
their limitations and advantages.
Qualities of reproduction products

Unit 3:

Growth,
nutrition and development – Appetite
- Efficiency in livestock production,
Potential ways of increasing food production from animal source

Unit 4:

Animal Behaviour –
Domestic animals,
classifications of domestic animals,
explanation of different advantages,
arrangements of their foods,
procedure of preparation of their different foods.

Block 4

Unit 1:-

Health and diseases in livestock
- First Aid – Management,
Health infrastructure/role of health care providers,

Preventive and Curative Health.

Nutrition and Child Health.

Unit 2:

Livestock enterprises - Dairy,

Pig,

Poultry etc their types

and production cycle,

procedure of production cycles,

advantages and their limitations.

Unit 3:

Livestock improvement by breeding,

Land,

procedure of acquiring land,

types of lands

Forests and Human Rights in India.

Unit 4:

Fishery,

General Management Included breeding Land reforms,

wasteland development and the law,

Society Forestry,

Negotiable Instrument Act Essential Commodities Act etc.,

DRM 106: Training for Development

Total Credit : 4

Block 1

Unit 1:

Understanding of Training: concept,
meaning and objectives,
types of training,
advantages of training,
purpose of training.

Unit 2:

Approaches to training:
Concept and principle of Conventional
& Participatory training,
Role of training in social change.

Unit 3 :

Trainers in participatory training:
role and competencies,
objective of trainer,
principle of trainer

Unit 4 :

Training in small groups:

concept,
relevance and its development,
purpose of division of work,
quality of trainer,
qualification of trainer.

Block 2

Unit 1 :

Training design:

Assessing and understanding of training needs,
establishing objectives,
developing contents,
types of developing contains.

Unit 2:

Learning -Training Methods:
concepts, types,
features,
advantages and limitations.

Unit 3:

Planning,
organizing,
evaluation and follow-up of training,

planning procedure,
purpose of organizing,
advantages and limitations.

Unit 4:

Facilitation skills
and self-development of a trainer,
skillness,
How does tackle the trainees?
Advantages of work study,
need for work study.

Block 3

Unit 1:

Behavioural science concept,
meaning and its scope in development,
objective of method study,
objective of work measurement.

Unit 2:

Attitudes, values –
Theory of attitude formation,
components of attitude,
factors affecting attitude,
management of values and attitude

Unit 3:

Perception –

factors affecting the perceptual process,
perception and individual differences,
drawbacks,
analysis of motion.

Unit 4:

Leadership - Leadership the influence process,
- Theories of leadership –
Pathgoal theory,
vroomr yetton model of decision making –
Leadership styles –
Advantages and disadvantages. –
Leadership skills,
Personality.

Block 4

Unit 1:

Determinants of personality,
types of personality,
development of personality,
main role of good personality

Unit 2:

Theories of personality developmental

(id, ego, super ego theory), Argyers' Immaturity mathrity
theory and Eriksons,
model of personality development

Unit 3:

Gender : Concept,
gender determining factors,
different gender paradigms in India,
gender awareness,
need of gender awareness

Unit 4:

Developmental programmes - Assumption,
Approaches of policy,
purpose of development programmes,
need of approaches of policy,
advantages of programmes,
disadvantages of programmes.

DRM 107: Management of Rural Marketing

Total Credit : 4

Block 1

Unit 1:

Rural Marketing
– Definition,
Objectives,
functions - Accelerated growth and importance of Rural Market.

Factors accelerating growth.

- Classification of inflow marketing and out Flow marketing in rural Sector.
- Principles of sequencing of rural Markets.

Unit 2:

Modern and traditional system of Rural Marketing

- Historical perspective of Haats, Bazaars and Melas.

Their role as the hubs of rural economy.

- Laws regulating the conduct of business there in and also facilitating their modernization and expansion,

Spatial issues and Management practices

Unit 3:

Principles,

procedures and processes of Rural Marketing Management and applications of systems approach.

- Rural Marketing strategy and implementation of the principles of Marketing Mix.

Unit 4:

Rural Market demands

- (I) Consumer goods,
- (ii) Consumer durables
- (iii) Agricultural Inputs,
- (iv) Capital goods, and
- (v) Transportation good of Distribution strategies and Channel Management.

Block 2

Unit 1:

Regulated Market system and the State Legislation.

- Grading Standardization and legal metrology
- Provisions of the relevant laws.

Unit 2:

Rural Market Intelligence,
and Marketing Information System.

- Market Research,
Survey Techniques
, Report writing.

Unit 3:

State Market Intervention Operations,
State Procurement,
Minimum Support Price,
price Management by the Union
and State Governments.

Unit 4:

Logistics Management in Rural Marketing.

Corporate strategies and
State facilitation Programmes
State Advised Price
and Statutory Minimum Price

Block 3**Unit 1:**

Forward Market Commission.

Features of Future Trading System

– National and International Structures and their performance – Case Studies

Unit 2:

Cooperative Marketing,

Objectives and functions of Cooperative Marketing,

Structure and Organisation.

Integration of credit,

Processing and Marketing Cooperatives

Co-operative Networking case studies.

Unit 3:

Rural Salesmanship

– Distinguishing features, attitudes and techniques.

Function of Sales administration

– Sales Policy,

Planning,

Organization,

Sales Force,

Methods of Control,

Sales Forecasting

Unit 4:

Managing Rural Distribution channels,

channel choice,

Marketing Environment Competition.
Middlemen in Distribution – Hub and Spoke techniques.

Case Studies.

- Physical Distribution,

Distribution Policy.

Total Cost Approach,

Components of Distribution.

Inventory Management,

Warehousing and storage.

Block 4

Unit 1:

Rural Marketing in Post WTO era,

New Environment of Market demands and competition law.

- Structure and functions of WTO General overview of implications of major GATT Agreements and their impact on Rural Marketing.

Unit 2:

Market access,

Trade related Intellectual Property Rights,

General Agreement on Trade Services,

Patent literacy

and Patent laws.

Unit 3:

Rural Industrial Marketing,

Market behaviour,

Product Management Channels,
Promotion, Pricing,
Marketing of Raw materials,
special features of Marketing of handicrafts,
traditional arts and crafts and fabrics. Case studies

Unit 4:

Social Marketing
– Meaning and Scope of Social Marketing.
Processes,
Tools and Techniques.
Modules on Social Marketing.
- Marketing of Services.
Marketing concept in Service marketing
- Reasons for Phenomenal growth
– Consumer Services, Industrial Services
– Marketing Mix for marketing of services.

DRM 108 : Project Management-II

Total Credit : 4

Block 1

Unit 1: -

Plan of Work,
Work analysis,

Scheduling,

network analysis,

Tentative plan of work with contrivance for monitoring and control

Unit 2:

- Managing rural development and its inherent challenges,

Preparation of project proposals,

financing,

Capital Investment for Technology upgradation,

Cash management.

Unit 3:

- Organization,

Organizational structure,

Planning human resources;

demand and supply.

Types of teams,

benefits and costs of teams.

Unit 4:

- Supervision and Delegation,

Internal and external communication,

Interpersonal Communication, Horizontal communication,

Vertical communication.

Block 2

Unit 1: -

Personnel Management,

Human relations,

Induction to the project,

Project lay out,

PERT,

CPM,

Different methods of completion of project at the schedule time.

Unit 2:

- Wages and salaries,

Incentives,

Decision- Making and Negotiation.

Motivation; perspectives on motivation,

needs of motivations,

factors affecting motivations,

positive and negative motivations.

Unit 3:

s- Project Monitoring, ,

Recruitment and selection,

Training and Development,

Procedure of selection of the right path on the working floor.

Unit 4: - Evaluation,

Types design for conducting evaluation,

education and training of present employees,

maintaining the employees health,

sources of new employees.

Block 3

Unit 1:

- Introduction – Concept of Project,

Programme and ongoing activity,

Designing Questionnaire and other Survey Instruments,

Method of Analysis,
Report Writing,
Development Communication.

Unit 2:

The concept of rural Project Management
- Special feature of rural Environment,
Strategies for conflict management;
conflict avoidance,
Decision- Making and Negotiation,
Interpersonal Communication.

Unit 3:

Rural Project,
principle of project management,
types of project management,
project management charts

Unit 4:

Rural Project Management,
Functional Dimensions
Need and usefulness of rural project management,
Project management development.

Block 4

Unit 1:

Planning and the first tasks of Management,
Project Appraisal – Methods and their merits and demerits
Planning and scheduling,
controlling progress and cost,

the evolution of MIS,
objective of MIS.

Unit 2:

Support studies,
Project Environment,
Identification,
Quality of project manager,
Cost estimating and budgeting.

Unit 3:

Feasibility studies,
Participatory Project planning
Project specifications,
objective of project,
project management categories

Unit 4:

Project designing,
logical frame work,
Designing information systems,
Applications of management information systems.