

# **Programme Course Structure**

## **MBA- RURAL MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT**



**Kumaun University, Nainital  
Uttarakhand**

### **Sem.-I**

- 1.1. Introduction to Rural Development
- 1.2. Economic Analysis
- 1.3. Quantitative Methods and Computer Applications
- 1.4. Principles and Practices of Management
- 1.5. Entrepreneurship and Small Business
- 1.6. Dimensional Profile of Uttarakhand and Field Work Implications

### **Sem.-II**

- 2.1. Human Resource Management
- 2.2. Organisation Behaviour
- 2.3. Agricultural and Rural Marketing
- 2.4. Economic Environment and Policy
- 2.5. Entrepreneurship Development-I
- P1. Project Work

### **Sem.-III**

- 3.1. Financial, Cost and Management Accounting
- 3.2. Rural Society and Rural Administration
- 3.3. Operation Management in Rural Development
- 3.4. Research Methodology
- 3.5. Entrepreneurship Development-II
- P2. Project Work

### **Sem.-IV**

- 4.1. Agricultural Business Management
- 4.2. Agricultural Economics
- 4.3. Rural Economics
- 4.4. Rural Entrepreneurship Development
- 4.5. Project Identification, Financing and Management of Entrepreneurial Start-ups

## SEMESTER- I

### Introduction to Rural Development [1.1]

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#### **Unit – I**

**Rural Development:** Concept, Importance, Nature and scope, Characteristics of rural economy, Concept of development, Distinction between development and growth, Indicators of development, Prerequisites for rural development, Main obstacles to rural development, Factors governing rural development. Gandhian and Tagore's views on rural development.

#### **Unit – II**

**Rural Management:** Nature, Scope and challenges in marketing operations, human resources and finance in rural areas. Entrepreneurship opportunities in rural areas.

#### **Unit – III**

**Rural Community Development:** Concept of community, Function of Community, community profile: Process and tools. Community development: Characteristics, Principles and scope, Panchayat Raj and community development in India.

#### **Unit – IV**

**Sustainable Development:** Biodiversity and its conservation, Environmental pollution, air, water and soil pollution, Solid waste management, Social issues and environment, Climate change, Global warming, Ozone layer depletion, Water conservation, Rain water harvesting Watershed management.

#### **Suggested Readings :**

- *Lekhi, R.K. "The Economics of Development and Planning" Kalyani Publishers, New Delhi.*
- *Desai, V. "Fundamentals of Rural Management" Rawat Publications, New Delhi.*
- *Satya Sundram, I. "Rural Development" Himalaya Publishing House, New Delhi.*
- *Prasad, B.K. "Rural Development: Concept, Scope and Strategy" Sarup and Sons, New Delhi.*
- *Chamola, S.D., and Bharti, A. "Agriculture and Rural Development in India" Global Vision Publishing House, New Delhi.*
- *Singh, K. "Rural Development: Principle, Policies and Management" Sage, New Delhi.*

**SEMESTER- I**  
**Economic Analysis [1.2]**

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**Unit I**

Introduction: Basic economic problem, Microeconomics and macroeconomics, Consumer Behaviour; Demand Analysis: Law of demand, Demand schedule and curve, Individual and market demand, Exceptions to law of demand, Elasticity of demand.

**Unit II**

Theory of Consumer Behaviour: Cardinal and ordinal utility analysis, Law of diminishing marginal utility and equi-marginal utility, Indifference curves, Consumer equilibrium , Income and substitution effects.

**Unit III**

Theory of Production: Production functions, Law of variable proportion and returns to scale, Isoquants and producer's equilibrium, Types of Costs, short run and long run cost curves.

**Unit IV**

Market Analysis: Classification of markets: Perfect and imperfect competition, Monopoly and Oligopoly, Price determination under perfect competition and monopoly.

**Suggested Readings :**

- Koutsayiannis, A. *“Modern Micro Economics” Macmillian, London.*
- Sen, A. *“Microeconomics: Theory and Applications” Oxford University Press, New Delhi.*
- Ahuja, H.L. *“Advanced Economic Theory” S.Chand and Company, New Delhi.*
- Dominick, S. *“Principles of Microeconomics” Oxford University Press, New Delhi.*
- Stigler, G. *“Theory of Price” Prentice Hall of India, New Delhi.*

## SEMESTER- I

### Quantitative Methods and Computer Application [1.3]

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#### **Unit I**

Scope of Statistics in industry, management and social sciences, Classification of data-discrete and continuous, Frequency distributions, Graphical representation of data, Ogive curves, Measures of Central tendency, Empirical relation between mean, median and mode, Dispersion-absolute and relative, Standard deviation and coefficient of variation.

#### **Unit II**

Correlation and Regression: Types of correlation, Karl Perason's coefficient of correlation, Rank correlation, Interpretations of correlation and coefficient of determination, Determination of regression, Equations of lines of regression, Method of least squares, regression coefficients and their interpretation.

#### **Unit III**

Time Series and Index Numbers: Components of time series, Trend, Seasonal, cyclical and irregular variations, Time Series analysis in forecasting, Uses of index numbers, Problems in index numbers construction, Types of index numbers, Time reversal, factor reversal and circular tests, Chain base index numbers, Splicing and Shifting the base of index numbers, Deflating prices and incomes, Quantity index numbers.

#### **Unit IV**

Computer Applications: Documentation tools (MS Word), Data collection and analysis tools (Data Spread Sheet), Presentation tools (MS PowerPoint), Preparation of research and business documents using word, spread sheet and power point, E-Business-Architecture, E-Business strategy and productivity, E-Commerce-Meaning, concept and scope, Types of E-Commerce, Application of E-Commerce, E-Banking, E-Trading, E-Payment, M-Commerce and U-Commerce.

#### **Suggested Readings :**

- *Beri, G.C. "Statistics for Management" Tata McGraw Hill, New Delhi*
- *Gupta, S.P. "Statistical Methods" Sultan Chand and Sons, New Delhi*
- *Hooda, R.P. "Statistics for Business and Economics" Vikas Publishing House, New Delhi*
- *Levin, R.I. and Rubin, D.S. "Statistics for Management" Prentice hall of India, New Delhi.*
- *Rajaraman, K. "Introduction to Computers" Prentice Hall of India, New Delhi.*
- *Yadava, D.S. "Foundation of IT" New Age, New Delhi.*

**SEMESTER- I**  
**Principal and Practices of Management [1.4]**

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**Unit I**

Introduction and Evolution of Management: Definition, scope of management, Roles of a manager, functional areas of management, Classical approach, Scientific Management, Behavioural and human relations approach, Management by objectives (MBO).

**Unit II**

Planning and Organising: Planning-nature, types, steps in the planning process and limitations of planning, Organising-meaning, process, organisation structure, Centralisation and decentralisation, Departmentalisation, Span of management, Concept of authority, responsibility and accountability, Delegation.

**Unit III**

Staffing, Directing and Controlling: Staffing-Concept, need, human resource planning, recruitment and selection, Directing-Concept, need and principles of directing, Controlling-Steps in control process, Types of control methods, Techniques of controlling.

**Unit IV**

Corporate Governance and Business Ethics: Corporate Governance-concept, importance and role of board of directors, auditors and stakeholders in corporate governance, Benefits of corporate governance, Business ethics-Concept and its relevance to business, Historical perspective of ethics, Trusteeship Management, Gandhism philosophy of wealth management, Management in 21<sup>st</sup> Century- Challenges and opportunities.

**Suggested Readings :**

- *Wehrich, H., and Koontz, H. "Management-A Global Perspective" Tata McGraw Hill, New Delhi.*
- *Sherlekar, S.A., and Sherlekar, V.S. "Modern Business Organisation and Management" Himalaya Publishing House, Mumbai*
- *Agarwal, R.D. "Organisation and Management" Tata McGraw Hill, New Delhi.*
- *Terry, G., and Franklin, S.G. "Principles of Management" AITBS Publishers, New Delhi.*
- *Prasad, L.M. "Principles and Practice of Management" Sultan Chand and Sons, New Delhi.*

## **SEMESTER-I**

### **Entrepreneurship and Small Business [1.5]**

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#### **Unit – I**

Introduction: Concept of entrepreneur, Entrepreneurship functions and skills, Nature and importance, Types of entrepreneurs, Entrepreneurship and economic growth.

#### **Unit – II**

Theories of Entrepreneurship, Creativity and innovation, Entrepreneur and Intrapreneur, Factors affecting entrepreneurial growth and development, Women entrepreneurs.

#### **Unit – III**

Institutional Support and Sickness in Small Business: Institutional support for SSI, Incentives and subsidies for small units, Technological up gradation, Business incubators, Sickness in Small Business- concept, magnitude, causes, consequences and corrective measures.

#### **Unit – IV**

Small scale sector in India: SSI sector committee reports, Government policy initiatives, Reservation of items in SSI sector, Infrastructure facilities.

#### **Suggested Readings :**

- *Hisrich, R.D., and Peters, M.P. “Entrepreneurship” Tata Mc Graw- Hill, New Delhi.*
- *Roy, R. “Entrepreneurship” Oxford University Press, New Delhi.*
- *Shukla, M.B. “Entrepreneurship and Small Business Management” Kitab Mahal, Allahabad.*
- *Desai, V. “Management of Small Industry” Himalaya Publishing House, Mumbai.*
- *Desai, V. “Dynamics of Entrepreneurial Development and Management.” Himalaya Publishing House, New Delhi.*
- *Khanka, S.S. “Entrepreneurial Development” S. Chand and Company, New Delhi.*

## SEMESTER-I

### Dimensional Profile of Uttarakhand and Field Work Implications [1.6]

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#### Unit I

**Historical and Cultural Dimension:** Gorkha invasion and administration, British rule and its impact, Tehri state and its administration, Role of Uttarakhand in the freedom movement of India and eminent personalities of the movement, Social reforms and ecological movements, Movement for the formation of Uttarakhand. Traditions and customs, Religious and folk beliefs: Nanda Devi, Golu Devta, Bhola Nath, Gangnath, Van Devi, Airy, Chaumu, Haru etc., Architecture and Masonary: Naulas, Forts, Dharmashalas etc., Arts and Crafts: Aipan, Dikaras, Dans, Wooden Casks, Folk music and dance: Jagar, Himadrinaad, Panwaras, Mangal, Neoli, Bhagnaul, Langvir Nritya, Barada Nati, Pandav Nritya, Hudkiya bol, Jhoda, Chhalaria/Chholia etc., Musical instruments: Dholki, Turri, Dhol, Bhankora, Damaun, Hudka, Ransinghla and Masakbhaja, Fairs and festivals: Kumbh Mela, Gauchar Mela, Nanda Devi Raj Jaat, Syalde Bikhauti Mela, Nanda Devi, Barahai Bagwal, Uttararaini Mela etc., Languages - Hindi, Kumaoni, Garhwali, Jaunsari, Bhotiya etc., Food & food habits, Costumes and apparels: Kurta Pajama/Dhoti, Ghagra-Choli, Rangwalis-Pichora, Nath, Guloband and Pauchi etc.

#### Unit II

**Geographical and Demographical Dimension:** Geographical structure, Distinctive features of Uttarakhand Himalayas, Rivers and streams system, Climate and forest resources, Wildlife Sanctuaries, Disasters and its management, Population of Uttarakhand: Classification, density, sex-ratio, literacy migration and ghost villages.

#### Unit III

**Economic and Resource Based Dimension:** Land, forest, mineral and water resources, Human Resources-quantitative and qualitative aspects, Education system and important educational institutes, Economic activities and their contribution in the state of GDP, Initiatives for promotion of industry, agriculture, tourism and hydro power generation.

#### Unit IV

**Field Work Implications:** Rural Development perspectives and need for research in rural development; Methods of research applied to rural development; Participatory approaches and rural development research, Participatory farmers' research, Rapid Rural Appraisal (RRA), Participatory Rural Appraisal (PRA); Review of Research in rural development.

#### Suggested Readings :

- Handa, O. C. and Jain M. "Art and Architecture of Uttarakhand" Pentagon Press, New Delhi.
- Mittal A.K. "British Administration in Kumaon Himalayas: A Historical Study (1815-1947)"Mittal Publication, New Delhi.
- Tolia R.S. "British Kumaun Garhwal: An Administrative History of A Non-Regulation Hill Province 1836-1856 (Vol. 2)" Shree Almora Book Depot, Almora.
- Handa O.C. "History of Uttaranchal" Winsar Publishing Company, Dehradun.



- *Sharma D.D. "Linguistic Geography of Kumaun Himalayas: A Descriptive Areal Distribution of Kumauni Language" Mittal Publications, New Delhi.*
- *Pandey Bharti "Humari Saanskritic Viraasat: Aipan" Samaya Sakshaya Pub., Dehradun.*
- *Sharma D.D. "Cultural History of Uttarakhand" D.K. Printworld (P) Ltd., New Delhi.*
- *Negi S. S. "Uttarakhand: Land and People" M.D. Publications Pvt. Ltd., New Delhi.*
- *Bhatt K. N. "Uttarakhand: Ecology, Economy, and Society" Horizon Publishers, New Delhi.*
- *Mehta G. S. "Uttarakhand, Prospects of Development" Indus Publishing Company, New Delhi.*
- *Bansal, S.P., Gautam, P., and Walia S. "Prospects and Problems of Tourism Industry in Uttarakhand" Indu Book Services, New Delhi.*
- *Joshi A. "Bharat Me Adhunik Prayatan" Rawat Publication, Jaipur.*
- *Joshi A. "Eco Tourism: Ek Parichay" Takhshila Prakashan, New Delhi.*
- *Ramesh, G. And Nakkiran, S."Research Methods in Rural Development" Deep and Deep Publication, New Delhi.*

## **SEMESTER-II**

### **Human Resource Management [2.1]**

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#### **Unit I**

Introduction: Definition, scope, importance and objectives, Human Resource Management and Personnel Management, HRM in the Indian and rural context.

#### **Unit II**

Procurement and Placement: Human Resource Planning- Importance and techniques, Job analysis, Job description, Job specification, Job enlargement and enrichment, Recruitment: Objectives and sources, Process of recruitment, Selection, Placement, Induction.

#### **Unit III**

Development and Maintenance of Human Resources: Training and Development-Need, importance and techniques, Performance Appraisal-Concept, importance, process and methods, Problems of Performance appraisal.

#### **Unit IV**

Wage and Salary Administration: Devising a wage structure, Individual and group incentive plans, Employee benefits, Principle of employee benefit programmes.

#### **Suggested Readings :**

- *Dessler, G. "Human Resource Management" Prentice Hall of India, New Delhi.*
- *Armstrong, M. "A Handbook of Personnel Management Practices" Kogan Page, New Delhi.*
- *Deconzo, D.A. and Robbins, S.P. "Human Resource Management" Prentice Hall of India, New Delhi.*
- *Mamoria, C.B., and Gankar, S.V. "Personnel Management" Himalaya Publishing House, New Delhi.*
- *Ashwathappa, K. "Human Resource and Personnel Management" Tata McGraw Hill, New Delhi.*
- *Jyothi, P. and Venkatech, D.N. "Human Resource Management" Oxford University Press, New Delhi.*

## **SEMESTER-II**

### **Organisational Behaviour [2.2]**

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#### **Unit I**

Introduction to Organisational Behaviour: Nature, significance and approaches to organisational behaviour, Personality-meaning, determinants of personality, Perception-concept and process, Attitude formation and values, Learning process and theories.

#### **Unit II**

Motivation-Concept and theories, Leadership-functions of a leader, style of leadership, Job stress-sources and effects, Coping strategies of stress.

#### **Unit III**

Interpersonal and Group Behaviour: Individual differences-nature, types and causes, Types of groups and stages of groups formation, Group Structure and group cohesiveness, Group dynamics, Conflict-Types of conflicts, Conflict management, Employee grievance handling, Counselling.

#### **Unit IV**

Organisational Change and Development: Managing organisational change-forces for change in organisation, forms of change, Resistance to change, Overcoming resistance to change, Organisational Development- Concept, process and techniques, Rural approach to OB-Issue of culture, managing diversity within and across the culture.

#### **Suggested Readings :**

- *Luthans, F. "Organisational Behaviour" Tata McGraw Hill, New Delhi.*
- *Robbins, S.P. "Organisational Behaviour" Prentice Hall of India, New Delhi.*
- *Davis, K. "Organisational Behaviour" Tata McGraw Hill, New Delhi.*
- *Aquinas, P.G. "Organisational Behaviour" Excel Books, New Delhi.*
- *Singh, Y.B., and Kumar, P. "Organisational Behaviour" Cyber Tech, New Delhi.*
- *Ashwathappa, K. "Organisational Behaviour" Himalaya Publishing House, New Delhi.*

## **SEMESTER-II**

### **Agricultural and Rural Marketing [2.3]**

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#### **Unit-I**

Concept and Scope of Rural Market, Characteristics of rural markets, Environmental factors: Micro and Macro marketing environment, Marketing planning process, Introduction to services marketing.

#### **Unit-II**

Rural Consumer Behaviour: Meaning and definition, importance, different buying roles, consumer buying decision process, factors influencing consumer behaviour, Rural consumer vs. urban consumers: a comparison, Relevance of marketing mix for rural markets and consumers.

#### **Unit-III**

Market Segmentation: Meaning and concept, Benefits of segmentations, Bases of segmentation, Targeting and positioning for rural markets, Pricing strategies, Promotional strategies and distribution strategies for rural customers, Product life cycle concept, New product development.

#### **Unit-IV**

Agricultural Markets: Nature and scope, objectives of agricultural marketing, Challenges in agricultural marketing, Agricultural marketing and its economic importance, Agricultural produces and their market.

#### **Suggested Readings :**

- Kotler, P. Kosshy, A., and Jha, M. “Marketing Management-A South Asian Perspective” Pearson, New Delhi
- Ramswamy, V.S., and Namakumari, S. “Marketing Management” Macmillan, New Delhi
- Panda, T. “Marketing Management: Text and Cases” Excel Books, New Delhi
- Karunakaran, K. “Marketing Management” Himalaya Publishing House, Mumbai.
- Saxena, A., Harsh, S., and Rahman.,M. “Rural Marketing: Thrust and Challenges” National Publishing House, New Delhi
- Gopal, R. “Rural Marketing Management “Discovery, New Delhi

## **SEMESTER-II**

### **Economic Environment and Policy [2.4]**

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#### **Unit I**

Economic Environment: Basic economic systems, Industrial Policy-Rationale and objectives, Economic liberalisation, Privatisation, Disinvestment, Foreign investment and TNC and MNCs.

#### **Unit II**

Theory of Income and Employment: Classical and Keynesian, Consumption function, Marginal efficiency of capital, Investment multiplier, Supply of money-measures and determinants, Credit creation process.

#### **Unit III**

Inflation: Types, causes, effects and measures, control of inflation-monetary and fiscal measures, Business Cycles: Features and phases of business cycles, Theories of business cycles, Monetary and over investment theories.

#### **Unit IV**

Macroeconomic Policies: Fiscal policy and monetary policy-Objectives, importance, instruments, Relative effectiveness of monetary and fiscal policies.

#### **Suggested Readings :**

- *Shapiro, E. "Macroeconomic Analysis" Galgotia Publications, New Delhi.*
- *Ackley, G. "Macroeconomics: Theory and Policy" Macmillian, New York.*
- *Aswathappa, K. "Essentials of Business Environment" Himalaya Publishing House, Bombay.*
- *Cherunilam, F. "Business Environment" Himalaya Publishing House, Bombay.*
- *Ahuja, H.L. "Macroeconomics: Theory and Policy" S. Chand and Company, New Delhi.*
- *Jhingan, M.L. "Macroeconomic Theory" Vrinda Publications Ltd., New Delhi.*

## **SEMESTER-II**

### **Entrepreneurship Development-I [2.5]**

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#### **Unit – I**

Launching Entrepreneurial Ventures: Major motives influencing an entrepreneur, Methods to initiate ventures, Legal challenges, Search for entrepreneurial capital.

#### **Unit – II**

Business Plan for New Ventures: Meaning and objectives of a business plan, Advantages and cost of preparing a business plan, Critical assessment.

#### **Unit – III**

Strategic Perspectives: Strategic growth, Need for strategic planning, Understanding the growth stage, Management concerns of a growing enterprise, Valuation concerns.

#### **Unit – IV**

Entrepreneurship – Indian Perspective: Historical perspective, Global Indian entrepreneurs, Modern Entrepreneurs.

#### **Suggested Readings :**

- *Srivastava, S. "A Practical Guide to Industrial Entrepreneurs" Sultan Chand and Sons, New Delhi.*
- *Tandon, C. "Environment and Entrepreneur" Chilgh Publications, Allahabad.*
- *Chandra, P. "Project Preparation, Appraisal, Implementation" Tata McGraw Hill, New Delhi.*
- *Pandey, L.M. "Venture Capital- The Indian Experience" Prentice Hall of India, New Delhi.*
- *Siner, D.A. "Entrepreneurial Megabucks" John Wiley & Sons, New York.*

## **SEMESTER-III**

### **Financial, Cost and Management Accounting [3.1]**

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#### **Unit – I**

Financial Accounting: Definition, concepts and conventions, Objectives, Branches, Scope and limitations of financial planning, Preparation of journal, Ledger and trial balance, Trading, Profit and Loss accounts, Balance Sheet, Introduction to accounting standards.

#### **Unit – II**

Accounting for Non-Trading Organisation: Receipt and Payment and Income & Expenditure Account, Accounting for NGO's, Accounting for Cooperatives and small rural enterprises, Introduction to farm accounting.

#### **Unit – III**

Cost Accounting for Rural Enterprises: Introduction, Meaning, Scope and Advantages of Cost Accounting, Classification of cost and elements of cost, cost unit and cost centre, Preparation of Cost Sheet.

#### **Unit – IV**

Management Accounting and Decision Techniques: Introduction, meaning, nature, scope and limitations of management accounting. Distinction among financial, cost and management accounting. Marginal costing and CVP analysis: Profit and volume ratio, Break Even Analysis, Margin of Safety, Decision making with key factors.

#### **Suggested Readings :**

- *Murthy, G.P. "Management Accounting" Himalaya Publishing House, Mumbai.*
- *Bhattacharya, S.K., and Dearden; "Accounting for Management" Vikas Publishing House, New Delhi*
- *Gupta, S.P. "Management Accounting" Sahitya Bhawan Publication, Agra*
- *Maheshwari, S.N. "An Introduction to Accountancy" Vikas Publishing House, Delhi*
- *Williams, Haka & Bettner "Financial and Management Accounting" Tata McGraw-Hill, New Delhi*
- *Shukla, S.M "Financial Accounting" Sahitya Bhawan Publication Agra*
- *Shukla A., and Grewal J. "Cost Accounting" Sultan Chand and Company, New Delhi*
- *Gupta, L.N. "Cost Accounting" Kitab Mahal, Allahabad.*
- *Agrawal, M.L. "Cost Accounting" Sahitya Bhawan Publication, Agra.*

**SEMESTER-III**  
**Rural Society and Rural Administration [3.2]**

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**Unit I**

Rural Society: Basic features, Rural stratification, Values and value systems, Rural-urban differences, Rural social structure: Physical, social, cultural, regional, ideology and economic structures.

**Unit II**

Rural Power Structures: Caste hierarchy, Landlord-labour relationship, Social power groups and their roles, Caste in rural Society, Tribes and their problems.

**Unit III**

Rural Administration: Concept and scope, Administrative structure: State, District, Block, Gram panchayat and panchayat samities-Power, functions, elections and working problems.

**Unit IV**

Socio-economic structure of Uttarakhand, Specific values and value systems, Caste system in Uttarakhand, Land use and industry, Agriculture and allied activities, Scope of entrepreneurial initiatives in Uttarakhand.

**Suggested Readings :**

- *Doshi, S.L. and Jain, P.C. "Rural Sociology" Rawal Publications, New Delhi.*
- *Olson, K.W. "Rural Indian Social Relations" Oxford University Press, New Delhi.*
- *Desai, A. R. "Rural Sociology and India" Popular Prakashan, Bombay*
- *Choudhary, B. "Tribal Deveelopment in India" Inter-India Publication, New Delhi.*
- *Dib, P.C. "Rural Sociology-An Introduction" Kalyan Publishers, New Delhi.*



## **SEMESTER-III**

### **Operations Management in Rural Perspective [3.3]**

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#### **Unit I**

Operations strategy: Significance of operations management in manufacturing and service environment, Interface of operations functions with other functional areas, Productivity-Meaning, measures of productivity, work study.

#### **Unit II**

Manufacturing Processes: Types and features, Facility location: factors for selection, Facility Layout: Types and features, Production planning and control: Need, objectives and functions, Materials management: objectives, types and costs associated.

#### **Unit III**

Proprietorship, Cooperations, Capital farming, Corporate farming, Land tenure systems and agricultural production management: Rural godowns and agriculture supply chain.

#### **Unit IV**

Technology Management: Effects on consumers and producers, Advantages and disadvantages of technology, Emerging technologies in agriculture: Green houses, automation, agro processing industries.

#### **Suggested Readings :**

- *Chunawala, P. "Production and Operations Management" Himalaya Publishing House, Mumbai.*
- *Aswathappa, K. and Shridhara Bhatt, K. "Production and Operations Management" Himalaya Publishing House, Mumbai.*
- *Robertson, C.A. "Introduction to Agricultural Production Economics and Farm Management" Tata McGraw Hill, New Delhi.*
- *Agarwal, A.N. "Indian Agriculture" S. Chand and Company, New Delhi.*
- *Samiuddin, K. and Rehman, M. "Co-operative Sector in India" S. Chand and Company, New Delhi.*

## **SEMESTER-III**

### **Research Methodology [3.4]**

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#### **Unit I**

Research Fundamentals: Meaning and objectives of research, Types of research, Research process, Relevance and scope of research in functional areas, Identification of research problems with reference to rural management.

#### **Unit II**

Research Design and Sampling Techniques: Characteristics, advantages and importance of a good research design, Types of research design and steps involved, Census survey and sampling techniques, simple random sampling, stratified, cluster and quota sampling.

#### **Unit III**

Data Collection: Data types-primary and secondary, Methods of primary data collection-observation, interview, questionnaire, Sources of Secondary data, Editing, Coding, Classification and tabulation of data, Analysis and interpretation of data, Analysis of Variance.

#### **Unit IV**

Testing of hypothesis and report writing: Null and alternative hypothesis, level of significance, Types of errors-I and II, Steps involved in testing of hypothesis, Types of test-parametric and non-parametric, small and large samples, One and two Sample tests, Steps involved in report writing, Requisites of good research reports.

#### **Suggested Readings :**

- *Sharma, J.N. "Research Methodology: The Discipline and its Dimensions" Deep and Deep, New Delhi.*
- *Kumar, R. "Methodology of Social Sciences Research" Book Enclave, Jaipur.*
- *Michael, V.P. "Research Methodology in Management" Himalaya Publishing House, Mumbai.*
- *Jain, G.L. "Research Methodology Methods-Tools and Techniques" Mangal Deep Publications, Jaipur.*

## **SEMESTER- III**

### **Entrepreneurship Development – II [3.5]**

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#### **Unit – I**

Rural Entrepreneurship: Concept, need, problems, Rural industrialisation in retrospect, Developing rural entrepreneurship- methods and problems, NGO and rural partnership.

#### **Unit – II**

Women Entrepreneurship: Concept, functions and institutional support, Development of women entrepreneurs and their problems, Role of women entrepreneurs in transforming society and women empowerment, Women SHG's in rural areas: Function and role in rural economy and society.

#### **Unit – III**

Entrepreneurship Development Programmes (EDP): Need for EDP, objectives, Phases of EDP, Course content and curriculum of EDP, Evaluation of EDP, EDP institutions in India and their functions.

#### **Unit – IV**

Entrepreneurship in Uttarakhand: Prospects, growth and problems, Entrepreneurs in horticulture, floriculture, organic farming hospitality and food processing, Home- stay and adventure sports programmes as an entrepreneurial initiative, Women entrepreneurs in Uttarakhand.

#### **Suggested Readings :**

- *Gordon, E., and Natrajan, K. "Entrepreneurship Development" Himalaya Publishing House, Mumbai.*
- *Desai, V. "Small Scale Industries and Entrepreneurship" Himalaya Publishing House, Mumbai.*
- *Havinal, V. "Management and Entrepreneurship" New age International, New Delhi.*
- *Khanka, S.S. "Entrepreneurial Development" S. Chand and Company, New Delhi.*

## **SEMESTER-IV**

### **Agriculture Business Management [4.1]**

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#### **Unit – I**

Introduction to Agribusiness: Nature, definitions, scope and functions, Agribusiness input and output services, Difference between farm and non-farm sectors, Importance of small agribusiness enterprises.

#### **Unit – II**

Agriculture Marketing: Definition of market and agricultural marketing, Agricultural marketing organisations, Bureau of Indian Standards (BIS), National agricultural policy of India.

#### **Unit – III**

Agro processing industries in India: Management and processing of dairy, cotton and woollen textiles, Oil seeds, Sericulture, Horticulture, Floriculture, Apiculture and Pisciculture.

#### **Unit – IV**

Business Legislation: Essential Commodities Act, Food Adulteration Act, Food Safety and standards, Consumer protection acts. Recent trends in agribusiness management, ITC- e choupal, Precision farming and logistical aspects in agriculture.

#### **Suggested Readings :**

- *Diwase, S. "Agri-Business Management" Everest Publishing House, Pune.*
- *Bhave, S.W. "Agri- Business Management in India"*
- *Achary, S.S., and Agarwal N.L. "Agricultural Marketing in India."*
- *Upton, N., and Anilolio, B.O. "Farming as a Business" Oxford University Press, New York.*

## **SEMESTER-IV**

### **Agricultural Economics [4.2]**

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#### **Unit – I**

General Issues: Nature and scope of agricultural economics, Role of agriculture in economic development, Land in agriculture, Labour in agriculture, Capital in agriculture, Land reforms, Marketable surplus, Farm organisation, Types of farming.

#### **Unit – II**

Models of Agricultural Development : Schultz's theory of agricultural development, Fe and Ranis model of agricultural development, Mellor's theory of agricultural development, Jorgenson's Neo- Classical model of dual economy, Todaro's model of migration and unemployment, Lewi's model of economic development.

#### **Unit – III**

Agricultural Development Issues: Review of India's agricultural growth in crop production, Green revolution and agricultural development, Impact of green revolution and its evaluation, Mechanisation and agricultural development, Agricultural price determination, Farm size and productivity, Agricultural credit.

#### **Unit – IV**

Policy Issues : Food security and agricultural development, Flood control and government of India policy, Law of ceiling on land holdings and its impact, Risk and uncertainty in agriculture price policy, Agro- Climatic zonal planning, Social forestry and its impact, New economic policy and Indian agriculture.

#### **Suggested Readings:**

- Gray, L.C. *“Introduction to Agricultural Economics”* Macmillan, New York.
- Block, J.D. *“Introduction to Economics for Agriculture”* Macmillan, New York.
- Hibbard, B.H. *“Agricultural Economics”* Mc Graw Hill, New York.
- Singh, A., Sadhu, A.N., and Singh, J. *“Fundamentals of Agricultural Economics”* Himalaya Publishing House, Mumbai.
- Acharya, S.S., and Agarwal, N.L. *“Agricultural Prices: Analysis and Policy”* Oxford and IBH publishing Co. New Delhi.
- Desai, R.G. *“Agricultural Economics”* Himalaya Publishing House, Mumbai.

## **SEMESTER-IV**

### **Rural Economics [4.3]**

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#### **Unit I**

Rural Economics: Nature, scope and importance, Meaning and definitions of rural development in the context of under developed and developing countries, Factors essential for rural development, Problems associated with rural development in a predominantly rural economy.

#### **Unit II**

Indian Agriculture: Importance, Agricultural production and productivity, agricultural backwardness, causes, and consequences, Modernisation of agriculture, Problems of agriculture in Uttarakhand.

#### **Unit III**

Rural Poverty and Economic Inequality: Rural poverty, extent, types, causes and consequences, Measures for poverty alleviation in rural areas with special reference in Uttarakhand.

#### **Unit IV**

Rural Unemployment- Extent, type, causes and remedies, Problem of labour migration in Uttarakhand.

#### **Suggested Readings:**

- *Desai, S.S.M. "Fundamental of Rural Economics" Himalaya Publishing House, Mumbai.*
- *Prasad, K.N. "Dimensions of Development" Concept Publishing Company, New Delhi.*
- *Ganguli, N.N. "Problems of Rural India" Mittal Publications, New Delhi.*
- *Joshi, P.C. "Organising Unorganised Labour" Oxford and IBH Publishing Company, New Delhi.*
- *Khusro, A.M. "The Economics of Land, Reform and Farm Size in India" Mac Millan, Mumbai.*
- *Maheshwari, S.R. "Rural Development in India" Sage Publications, New Delhi.*

## **SEMESTER- IV**

### **Rural Entrepreneurship Development [4.4]**

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#### **Unit – I**

Introduction: Types of rural entrepreneurs (farm and non-farm), Challenges of rural entrepreneurship development in India, Entrepreneurial training and motivation in the rural perspective, Entrepreneurs selection tools and techniques, Competencies of successful rural managers, Federation and confederation of rural entrepreneurs.

#### **Unit – II**

Institutional system and Government schemes: Matching skill sets, Resource sets and Government schemes, Role of various support Institutes and agencies, DIC, Banks and other financial institutions- CRRB, NABARD, SC /ST Corporation, OBC Corporation, Women finance corporation.

#### **Unit – III**

Business plan Preparation: Business opportunity identification Exploring entrepreneurial opportunity identification, Exploring entrepreneurial opportunities and guidance, Forward and backward linkages, Market survey- tools and techniques, Registration and legal formalities.

#### **Unit – IV**

Micro and Small Entrepreneurship Introduction to micro and small business establishment, Project formulation, Project appraisal, Latest government policies for micro and small enterprises.

#### **Suggested Readings :**

- *Chandra, P. "Project Preparation, Appraisal and Implementation" Tata Mc Graw Hill, New Delhi.*
- *Drucker, P.F. "Innovations and Entrepreneurship, Practice and Principles" Elsevier, Washington."*
- *Burns, P. "Entrepreneurship and Small Business" Palgrave, New Jersey.*

## **SEMESTER- IV**

### **Project Identification, Financing and Management of Entrepreneurial Start-ups [4.5]**

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#### **Unit – I**

Project Identification and selection: Meaning of project, Project identification and selection, Project formulation- meaning, significance and contents, Planning Commissions guidelines for formulating a project report, Specimen of a project report, Network analysis, Common errors in project formulation, Project appraisal concept, Methods of project appraisal, Growth of business ideas, Intellectual property.

#### **Unit – II**

Financing of Enterprises: Need for financial planning, Source of finance, Capital, Export finance, Institutional finance to entrepreneurs.

#### **Unit – III**

Institutional Support to Entrepreneurs: Need for institutional support, Small Entrepreneurs: NSIC, SIDO, SSIB, SSICS, SISI DIC's, Industrial estates and specialised institutions, Marketing of products and services, Human resources issues, Total Quality Management issues for medium and small entrepreneurial enterprises.

#### **Unit – IV**

Management and Leadership: Leadership in a new economy, Hiring the right employee, Building the right organisational culture and structure, Motivating workers, Management succession, Passing the torch of leadership.

#### **Suggested Readings :**

- Jain, P.C. “*Hand Book for New Entrepreneur*” Oxford, New Delhi.
- Khanka, S.S. “*Entrepreneurial Development*” S. Chand and Company New Delhi.
- Roy, R. “*Entrepreneurship*” Oxford University Press, New Delhi.
- Desai, V. “*Small Scale Industries and Entrepreneurship*” Himalaya Publishing House, Mumbai.
- Hattangadi, V. “*Entrepreneurship*” Himalaya Publishing House, Mumbai.
- K, Coulter. “*Entrepreneurship in Action*” Prentice Hall of India, New Delhi.