

Draft
Syllabus for
MBA in Rural Management
Session: 2021-2023

- 204 - 1902

333

Semester	Course /Paper Code	Nature of course/ Paper	Core/ Elective	Marks	Credit	Marks of CIA	Marks of ESE	Passing Criterion	Qualifying Criterion
SEMESTER I									
SEMESTER I	MB101	Principle and Practise of Management	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	MB102	Managerial Economics	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	MB103	Statical Methods For Decision-Making	Core	100		30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	MB104	Accounting and Financial Analysis	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	MB105	Marketing Management	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	MB106	Human Resource Management	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
SEMESTER II									
SEMESTER II	MB201	Organasational Behaviour	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	MB202	Business Research Methods	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	MB203	Operations Research	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	MB204	Management Accounting and Control	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	MB205	Financial Management	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	MB206	Project Management	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
SEMESTER III									
SEMESTER III	MB301	Indian Rural Society and Rural Administration	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	MB302	Rural Development and Planning	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	MB303	Microfinance Management	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	MB304	Business Communication	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	MB305	Rural Marketing	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	MB306	Summer Internship Programme (SIP)	Core	100	4	100	-	50%	Marks decide Class/ CGPA

Computer Application and MS + 100

210 -407-

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		SEMESTER IV								
SEMESTER IV	①	MB401	Creativity and Innovation	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	②	MB402	MIS in Rural Management	Core	100	4	30	70	45% In CIA 45% In ESE	Marks decide Class/ CGPA
	③	MB403	Industrial Training and Report Writing	Core	300	12	300	-	50%	Marks decide Class/ CGPA
	④	MB404	Comprehensive Viva	Core	100	4	100	-	50%	Marks decide Class/ CGPA

- ⑤ • Business communication
- ⑥ • Strategic Management

~~211~~

-408-

- 304 -

- 118 -

Course Name: Indian Rural Society and Rural Administration

Course Code: MB 301

Course Objectives:

1. To facilitate the students to understand the basic nature of rural society in India
2. To appraise students about the Rural Local Administration
3. To provide insights on rural demography and rural economy in India
4. To provide insights on various processes and challenges of agriculture in India
5. To make students aware of the land tenure systems and land reforms in India

Learning Outcomes:

At the end of the course, the students will be able to:

1. Describe the key aspects of rural society in India
2. Describe the rural local administration
3. Analyse the dynamics of local rural population and local rural economy
4. Explain the processes and challenges of agriculture in India
5. Summarise the components and implications of land tenure systems and land reforms in India

Course Content:

Unit 1: Rural Society: Its basic features, stratification, values and value system, rural-urban differences. Rural social structure, rural power structure – caste hierarchy, landlord-labour relationship, caste in rural society, tribes and their problems.

Transaction Methodology: Video/Movie Analysis, Classroom teaching and discussion

Unit 2: Panchayati Raj: A brief history existing legal framework, working and problems. Gram Panchayat and Panchayat Samitis - Power, functions, elections, working problems; Zilla Parishad - structure, powers, function, working and problems, Rural Administration – Concept & Scope, Administrative structure. State - District - Block, Block - Panchayat relationship.

Transaction Methodology: Village Study, Presentation and Discussion

Unit 3: Fundamentals of Rural Demography and Economics: Rural population – Size, birth and death rates, causes and socio-economic implications of rapid growth in rural population, occupational structure, Rural Economics - Its Nature, scope and importance, analysis of rural labour force, participation of women in rural labour force, rural poverty, inequality, rural unemployment.

Transaction Methodology: Village Survey, Analysis, and Presentation

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Unit 4: Indian Agriculture: Importance, agricultural production and productivity, agricultural backwardness, causes and consequences, modernization of agriculture, green revolution, farm management and technology of farming, natural, organic farming, co-operative farming, minor irrigation Problems of Agriculture in India.

Transaction Methodology: Group Exercise, Presentation and discussion

Unit 5: Land Tenure Systems and Land Reforms: Tenancy laws, land ceiling and consolidation of holdings, land-ceiling laws, and distribution of surplus land among the rural poor, tenant farmers, problems of land alienation in the tribal areas.

Transaction Methodology: Case Analysis and Discussion

Suggested Readings:

1. Choudhary, B (1990). *Tribal Development in India*, Inter-India Publications, New Delhi.
2. Desai, A. R (1969). *Rural Sociology and India*, Popular Prakashan: Bombay
3. Singh, S (1987). *Scheduled Castes and India, Dimensions of Social Change*, Jain Publication House, Delhi.
4. Misra, B. B. 1983. *District Administration and Rural Development in India*. New Delhi: Oxford University Press.
5. Mishra, S. N. 1989. *New Horizons in Rural Development Administration*. Delhi: Mittal Publications.
6. Muley, Devidas M. 1987. *Rural Development Administration: Problems and Prospects*. Allahabad: Chugh Publications.
7. Todaro, M. 1997. *Economic Development (Fifth Edition)*, New York: New York University.
8. Venkatarangaiya, M., and Pattabiram, M. 1969. *Local Government in India*. Bombay: Allied Publishers.
9. Dubhashi, P. R. 1970. *Rural Development Administration in India*. Bombay: Popular Mashan.
10. Adams, Dale W., and Douglas, H. G. 1985. "A Critique of Traditional Agricultural Credit Policies" in Eicher and Staatz. (Eds). *Agricultural Development in Third World*. Baltimore: John Hopkins University Press.
11. Adanis, Dale W., Graham D. H., and Von Pischke, J. D. 1984. *Undermining Rural Development with Cheap Credit*. Boulder: Westview.

~~313~~
- 410 -

318
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Course Name: Rural Planning and Development

Course Code: MB 302

Course Objectives:

1. To introduce the students to the concept of rural development
2. To orient the students on the scope and significance of rural management
3. To create awareness about Institutional frameworks for rural development and management
4. To create awareness about rural development and welfare initiatives of Central and State Governments.
5. To help students to understand experiments in rural development before Independence and analyze their impact.

Learning Outcomes:

At the end of the course, the students will be able to:

1. Explain the concepts, elements and importance of rural development
2. Describe the scope and significance of rural management
3. Discuss Institutional frameworks for rural development and management
4. Explain rural development and welfare initiatives of Central and State Governments
5. Describe experiments in Rural Development before independence and analyze their impact

Course Content:

Unit 1: Rural Development: Concept, Elements, Importance and Scope - Approaches: Sectoral, Area Approach, Target Group Approach, Participatory Approach, Integrated Approach - Strategies of Rural Development.

Transaction Methodology: Guest Lecture/Seminar and discussion

Unit 2: Rural Management: Scope and Significance of Rural Management – Economic perspectives of Rural Development: Lack of access to assets, Micro finance, Capital market - Sectoral Issues in Rural development: Agriculture, Industries and Land Reforms.

Transaction Methodology: Guest Lecture/Seminar and discussion

Unit 3: Institutions for Rural Development and Management: Structure, Functions and Role in Rural Development - National level Institutions: Planning Commission, Ministry of Rural Development, Ministry of Panchayati Raj, NIRD&PR, CAPART and NABARD - State Level Institutions: State Planning Board, State Institute of Rural Development - District & Other Level Institutions: District Planning Committee;

~~8/4~~
- 411 -

111 - 111

Panchayati Raj Institutions - Community Based Institutions – Scientific inputs and support from the Institutions like ICAR, ISRO, CSIR Institutes.

Transaction Methodology: Filed Visits/Case Analysis and discussion

Unit 4: Major Development and Welfare Programs: Mahatma Gandhi National Rural Employment Guarantee Program (MGNREGS), Public Distribution System(PDS), Sarva Siksha Abhiyan(SSA) National Rural Livelihood Mission (NRLM), Pradhan Mantri Gramin Awaas Yojana (PMGAY), Swachh Bharat Mission (SBM), National Health Mission (NHM), Swajaldhara - Backward Region Grant Fund (BRGF), Pradhan Mantri Grameen Sadak Yojana (PMGSY), Integrated Wasteland Development Program (IWDP). Provisions of Urban Amenities in Rural Areas (PURA), PPP/CSR Initiatives in Rural Development (the names may be changed as per government programs)

Transaction Methodology: Group Exercise, Village Study of Status of Programmes and Report Submission

Unit 5: Case Studies and Good Practices: Experiments in Rural Development before Independence: Sriniketan, Marthandam, Sevagram, Wardha experiment, Baroda experiment, Firka Development, Nilokheri and Etawa Pilot Project - Individual models: Ralegaon- Siddhi experiments of Anna Hazare and impact on rural development - Tarun Bharat Sangh experiment of Rajendra Singh and its impact - Nandigram experiment of Gandhi Vichar Parishad, Bankura, West Bengal and its impact.

Transaction Methodology: Case Analysis and Discussion

Suggested Readings:

1. Government of India. (2012), *Greening Rural Development in India*, New Delhi: Ministry of Rural Development and UNDP.
2. India Rural Development Report 2013-14, Hyderabad: Orient Blackswan.
3. Dubhashi, P. K. 1996. *Essays on Rural Development*. New Delhi: Kaveri Books.
4. Jiitting, Johannes, Ccline Kauffmann, Ida Mc Donnell, Holger Osterrieder, Nicolas Pinaud and Lucia Wegner. 2004. *Decentralisation and Poverty in Developing Countries: Exploring The Impact*. OECD Development Centre Working Paper, No.236.
5. Mahajan, Vijay, and Ramola, Bharti Gupta. 1996. Financial Services for the Rural poor and Women in India: Access and Sustainability, *Journzl of Internat, Inal Development*, Vol.8, K0.2: 211-224.
6. Todaro, M. 1997. *Economic Development (Fifth Edition)*, New York: New York University.
7. Misha, S. N. 1989. *New Horizons in Rural Development Administration*. Delhi: Mittal Publications.

~~215~~
-412-

1917

8. Venkatarangaiya, M., and Pattabiram, M. 1969. Local Government in India. Bombay: Allied Publishers.
9. Blair, H. 2000. Participation and Accountability at the Periphery: Democratic Local Governance in Six Countries, World Development, Vol.28, No. 1, pp.21-39.
10. Adams, Dale W., and Douglas, H. G. 1985. "A Critique of Traditional Agricultural Credit Policies" in Eicher and Staatz. (Eds). Agricultural Development in Third World. Baltimore: John Hopkins University Press.

- 214 - 215 -

Course Name: Microfinance Management

Course Code: MB 303

Course Objectives:

1. To enable the students to understand the rural financial systems
2. To provide insights on financial inclusion
3. To familiarise students with challenges and prospects in rural banking
4. To provide basic understanding of concept of micro finance
5. To acquaint students on Rural Insurance and Finance schemes

Learning Outcomes:

At the end of the course, the student will be able to

1. Comprehend rural financial systems
2. Apply the concept of financial inclusion
3. Provide appropriate suggestions on rural banking
4. Source finance appropriately
1. Facilitate the people in insuring and provide suggestions on available finance schemes

Course Content:

Unit 1: Introduction to Rural Financial Systems: Rural Credit and Role of Banking System, Function and policies of NABARD in Rural Banking; Role, refinance support. Lead bank approach, State level and District level Credit committees. Rural Credit Institutions; Co-operative Credit Societies and Banks, Land Development Banks, Regional Rural Banks, Role of Commercial Banks in rural finance.

Transaction Methodology: Field Visit to NABARD, Video Analysis – Group Exercise, Discussion

Unit 2: Financial Inclusion: Role of Information and communication technologies in rural banking- Models, Financial inclusion & inclusive growth for rural development banking, Concept of Business Facilitators and Business Correspondents in rural financing

Transaction Methodology: Case Analysis and Discussion

Unit 3: Challenges and Prospects in Rural Banking: Problems of Rural branches of Commercial banks – transaction costs and risk costs, Emerging trends in rural banking-financing poor.

Transaction Methodology: Role Play and Discussion

Unit 4: Micro Finance: Concept of Micro Finance, Evolution and Growth, Micro-Finance and Social Security, Micro-Finance and Livelihood approach, Different models of Micro-Finance, Success Stories, Problems and Prospects of Micro Financing in Rural India

~~217~~ - 414 -

112

Transaction Methodology: Village Study, presentation and Discussion

Unit 5: Rural Insurance and Finance Schemes at local level: Rural insurance, micro insurance scheme, Micro Finance Credit, Self Help Groups / NGOs, linkages with banking.

Transaction Methodology: Guest Lecture and debriefing

Suggested Readings:

1. Karmakar, K.G. (2008). *Microfinance in India*. SAGE Publications India Pvt. Ltd. Ledgerwood (2010). *Microfinance Handbook-An Institutional and Financial Perspective*. The World Bank.
2. Morduch, J., and Stuart, R. 2003. *MicroFinance: Analytical Issues for India; An Essay for World Bank*. South Asia Region - Finance and Private Sector Development.
3. Gonzalez, A. 2007. Efficiency Drivers of Microfinance Institutions: The Case of Operating Costs, *Microbanking bulletin*, Issue 15, Autumn.
4. Garson. J. 1999. *Microfinance and anti-Poverty Strategy: Donors' Perspective*. New York: UNCDE.
5. Reserve Bank of India. 1999. *Report of the Task Force on Revival /Restructuring for Co-operating Banks* (Chairperson: Shri. Jagadish Capoor), Mumbai.
6. Reserve Bank of India. 1998. *Report of the High Level Committee on Agricultural Credit through Commercial Banks* (Chairman: Shri R. V. Gupta).
7. NABARD. 2001. *Report of the Expert Committee on Rural Credit* (Chairman Dr. V. S. Vyas).
8. Manor, J. 1999. *The Political Economy of Democratic Decentralisation*. Washington, D.C.: World Bank.
9. Adanis, Dale W., Graham D. H., and Von Pischke, J. D. 1984. *Undermining Rural Development with Cheap Credit*. Boulder: Westview.
10. Mahajan, Vijay, and Ramola, Bharti Gupta. 1996. Financial Services for the Rural poor and Women in India: Access and Sustainability, *Journal of International Development*, Vol.8, No.2: 211-224.
11. Government of India. 1991. *Report of the Committee on the Financial System* (Chairman: Shri M. Narasimham). New Delhi: Ministry of Finance.
12. Croteau, J. T. 1956. *The Federal Credit Union*. New York: Harper Row.

~~318~~ - 415 -

1912

Course Name: Business Communication Methods

Course Code: MB 304

Course Objective & Learning outcome:

1. This course intends to develop good communication skills in students.
2. For their future jobs.
3. Endeavours in the corporate world.
4. Students can gain a cutting edge over their other counterparts within the country and across the globe.

Course Content:

Unit I- Meaning and Importance of Communication in business the process of Communication, Models of Communication, types of information order, advise, suggestion, motivation, persuasion, warning and education.

Unit II- Channels of Communication: Their effectiveness and limitations, media of communication,

Barriers of communication, approaches to effective communication, and tools of communication: diction, sentence, paragraph, punctuation and report writing.

Unit III- Group Communication through Committees: Conference Seminar, Synopsis and Other Formal Communication with Public at Large; Interviews and Group Discussion

Unit IV- Specific of Business Communication: Essentials of effective business Communication structure of business correspondence: inquires and replies, orders and their executions, complaints and adjustments, credit and status inquires, agency letters and sales letters.

Unit V- Strategies to Improve Reading Skills: Speaking skills, Listening skills; guidelines to effective public speaking; developing job application-covering letter, rdsum6, interviewing; negotiating the job offer.

10/10/10

REFERENCE:

1. Lesikar, Petit & Flatley: Lesikar's Basic Business Communication, Tata McGraw Hill
2. Poe & Fruchling: Basic Communication; AITBS
3. Taylor: English Conversion Practice; Tata McGraw Hill
4. Dirvan & Aggarwal: Business Communication; Excel
5. Baugh, Frrayer & Thomas: How to Write First Class Business Correspondence; Viva Books
6. O'Hair, D. Friedrich, G. and Dixon, L. (2002) Strategic Communication in Business and the Professions, 4th edition, Boston: Houghton Mifflin, p. 3.
7. Eglin, R. (2001) 'Graduates become more demanding', The Sunday Times Appointments Section, 2 September, p. 12.
8. Reed Employment Services (2002) Motivating People at Work: What is to be Done? London.
9. Hargie, O. and Tourish, D. (eds) (2000) Handbook of Communication Audits for Organisations, London: Routledge.
10. Tourish, D. and Hargie, O. (eds) (2004) Key Issues in Organisational Communication, London: Routledge.
11. Berger, B. (1994) 'Revolution at whirlpool', Internal Communication Focus, November, pp. 8-11.
12. Davey, K. and Liefhooghe, P. (2003) 'Voice and power: a critical investigation of accounts of bullying in organizations', in A. Schorr, W. Campbell and M. Schenk (eds) Communication Research and Media Science in Europe, Berlin: Mouton de Gruyter, p. 443.

111

Course Name: Rural Marketing

Course Code: MB 305

Course Objectives:

1. To provide an understanding of Rural Marketing issues and concepts
2. To orient the students on rural marketing strategies
3. To familiarize the students about the Rural Distribution Systems
4. To create awareness on ICTs in rural marketing
5. To make the students acquainted with commercial banks and rural credit & marketing linkages for rural organizations.

Learning Outcomes:

At the end of the course, the students will be able to

1. Identify issues in rural marketing and suggest strategies to overcome them.
2. Discuss the need, importance and process of Rural Marketing Strategy.
3. Study about rural communication and distribution systems and role of Agricultural Produce Marketing Committees (APMCs)
4. Apply ICT tools in rural marketing
5. Source the finance for rural products

Course Content:

Unit 1: Overview of Rural Marketing: Meaning and definition of rural markets. Issues in rural marketing- rural products and rural consumer behavior

Transaction Methodology: Classroom teaching and discussion

Unit 2: Rural Marketing Strategy: Tangible and intangible rural products - Evolving Rural Marketing Strategy - marketing strategy for rural products: role of informal communication

Transaction Methodology: Case analysis and discussion

Unit 3: Rural Distribution Systems: Rural Communication and Distribution systems, Distribution system for small markets, niche markets and exclusive products, market segmentation, Agricultural Marketing and Role of Agricultural Produce Marketing Committees (APMCs). Definition & Scope of logistics, Components of logistics, inventory & warehouse management, transportation, channel information systems, Extension into Supply Chain Management distribution management in international market.

Transaction Methodology: Village Visit on Rural Distribution Systems, Presentation and distribution

~~321~~ - 418 -

Unit 4: ICTs in Rural Marketing: ICTs in Rural Marketing, Role of Social Media, e-NAM, Agricultural Marketing Network (AGMARKNET) and Rural Go downs. Rural vs. Urban storage systems.

Transaction Methodology: Village Visit and Recommendations for use of effective ICT in RuralMarketing. project work. presentation and discussion

Unit 5: Market support: Role of commercial bank, Rural Credit and Marketing linkages

Transaction Methodology: Village Visit and Study of Role of commercial bank, Rural Credit and Marketing linkages and Presentation

Suggested Readings:

1. Dogra, B. & Karminder, G. (2008). Rural Marketing: Concept & Cases, Tata McGraw-HillPublishing Company, New Delhi
2. Kotler, P (2002). *Marketing Management* (11th Edition). Prentice - Hall India Ltd: New Delhi
3. Singh A.K. & Pandey.S (2007). *Rural Marketing: Indian Perspective*, New Age International Publuishers: New Delhi
4. Krishnamacharyulu C & Ramakrishan L. 2002. Rural Marketing. Pearson Edu.
5. Ramaswamy VS & Nanakumari S. 2006. Marketing Management. 3rd Ed.
6. MacMillan Publ. Singh AK & Pandey S. 2005. Rural Marketing. New Age.
7. Singh Sukhpal. 2004. Rural Marketing. Vikas Publ. House.
8. Agri-Marketing Association. 2001. Annual Marketing Survey. St. Louis, MO.
9. Alston, J.M., G.W.Norton, and P.G.Pardey. 1995. Science under Scarcity: Principles and Practice for Agricultural Research Evaluation and Priority Setting. Ithaca, N.Y.: Cornell University Press.
10. Ashby, J.A., and L. Sperling. 1995. Institutionalizing participatory, client-driven research and technology development in agriculture. *Development and Change* 26:753-750.
11. National Academies of Sciences, Engineering, and Medicine. 2002. Publicly Funded Agricultural Research and the Changing Structure of U.S. Agriculture. Washington, DC: The National Academies Press. <https://doi.org/10.17226/10211>.

222 - 419 -

111

Course Name: Creativity and Innovation

Course Code: MB 401

Course Objectives:

1. To familiarize the realms of creativity
2. To orient on traits, strategies and challenges for unblocking creativity
3. To acquaint with creative techniques of problem solving
4. To familiarize concepts on workplace creativity
5. To make them aware the aspects of innovation

Learning Outcomes

At the end of this course, the students will be able to:

1. Describe the importance of creativity and innovation
2. Explain traits, strategies and challenges for unblocking creativity
3. Apply creative techniques of problem solving
4. Practice workplace creativity
5. Apply the aspects of innovation

Course Content:

Unit 1: Realms of Creativity: Creativity-Concept-Convergent and Divergent Thinking-Creativity Intelligence-Enhancing Creativity Intelligence-Determinants of Creativity-Creativity Process-Roots of Human Creativity-Biological, Mental, Spiritual and Social-Forms of Creativity-Essence, Elaborative and Expressive- Existential, Entrepreneurial and Exponential.

Transaction Methodology: Classroom teaching and Discussion

Unit 2: Creative Personality: Traits Congenial to Creativity- Motivation and Creativity-Strategies for changing Motivation-Creativogenic Environment- Formative Environment and Creativity- Adult Environment-Environmental Stimulants-Blocks to Creativity-Strategies for unblocking Creativity.

Transaction Methodology: Classroom Teaching, Case Study Analysis and Discussion

Unit 3: Managerial Creativity: Creative Manager-Techniques of Creative Problem Solving- Creative Encounters and Creative Teams- Perpetual Creative Organizations- Creative Management Practices- Human Resource Management, Marketing Management, Management of Operations, Management of Product Design and Growth Strategies.

Transaction Methodology: Individual exercises

~~228~~ - 420 -

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Unit 4: Management of Creativity: Issues and Approaches to the Design of Creative Organizations-Policy frameworks-Organizational Design for Sustained Creativity-Mechanism stimulating Organizational Creativity-Creative Diagnosing-Creative Societies-Necessity-Model of a Creative Society.

Transaction Methodology: Individual or group exercises

Unit 5: Innovation: Nature of Innovation-Technological Innovations and their Management-Inter- Organizational and Network Innovations- Design of a Successful Innovative Organization-Training for Innovation-Management of Innovation-Agents of Innovation- Skills for Sponsoring Innovation.

Transaction Methodology: Exercises, Individual Projects, Presentation and Discussion

Suggested Readings:

1. Gupta, P (2008). *Business Innovations in the 21st Century*. New Delhi: S.Chand.
- Khandwalla, P (2006). *Lifelong Creativity- An Unending Quest*. New Delhi: Tata McGraw Hill.
2. Csikszentmihalyi, M. (1990). *Flow: The Psychology of Optimal Experience*, Harper and Row Publishers, Inc., New York, NY, USA.
3. Csikszentmihalyi, M. (1996). *Creativity: Flow and the Psychology of Discovery and Invention*, HarperCollins Publishers, New York, NY, USA.
4. De Bono, E. (1985). *Six Thinking Hats*, Little, Brown and Company, Boston, MA, USA.
5. De Bono, E. (1992b). *Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas*, Harper Business, New York, NY, USA.
6. Drucker, P. F. (1985). *Innovation and Entrepreneurship*, Harper Business, New York, NY, USA.
7. Evans, J. R. (1991). "Creativity in MS/OR: Creative Thinking, a Basis for MS/OR Problem Solving," *Interfaces*, Vol. 21, No. 5, pp. 12-15.
8. Evans, J. R. (1996). "Creativity in MS/OR: Creativity-Enhancing Strategies." *Interfaces*, Vol. 26, No. 3, pp 58-65.
9. Gardner, H. (1993). *Creating Minds: An Anatomy of Creativity Seen Through the Lives of Freud, Einstein, Picasso, Stravinsky, Eliot, Graham, and Ghandi*, Basic Books. New York, NY, USA.
10. Goldman D., P. Kaufman and M. Ray (1992). *The Creative Spirit*, Plume, New York, NY, USA
11. Green, S. G., M. B. Gavin, and L. Aiman-Smith (1995). "Assessing a Multidimensional Measure of Radical Technological Innovation," *IEEE Transactions on Engineering Management*, Vol. 42, No. 3, August, pp. 203-214.
12. Kuhn, T. S. (1970). *The Structure of Scientific Revolution*, 2nd. ed., University of Chicago Press, Chicago, IL, USA.
13. Lewis, T. (1996). "The Limits of Innovation," *Computer*, April, pp. 7-9.
14. Midgely, D. F. (1977). *Innovation and New Product Marketing*, John Wiley & Sons, New York, NY, USA.
15. Nonaka, I. and M. Kenney (1991). "Towards a New Theory of Innovation Management:

~~224~~ - 421 -

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518

A Case Study Comparing Canon Inc. and Apple Computer Inc.." *Journal of Engineering and Technology Management*, Vol. 8, pp. 67-83.

16. Provost, L. P. and R. M. Sproul (1996). "Creativity and Improvement: A Vital Link," *Quality Progress*, August, pp. 101-107.
17. Sternberg, R. J. (1988). *The Nature of Creativity*, Cambridge University Press, Cambridge, UK.

~~2015~~ - 422 -

Course name: MIS in Rural Management

Course Code: MB 402

Course Objectives:

1. To equip the students with essential knowledge and skills required to handle ICT applications in rural context
2. To familiarize with the foundations of Information Systems
3. To introduce the information systems for operations and decision making
4. To familiarize with security and ethical challenges related to information systems

Learning Outcomes:

At the end of the course, the students will be able to:

1. Work using MS office tools
2. Describe the basics of information systems
3. Process information systems
4. Manage information technology
5. Follow security and ethical guidelines for IS Controls

Course Content:

Unit 1: ICTs: Concept, Principles, and Scope of ICT in Rural Development, Introduction to Computers, Computer Generations, Operating systems, Browsers: Google Chrome, Internet Explorer, Microsoft Office: MS Word, MS PowerPoint, MS Excel and MS-Project. Use of e-mail, Facebook, twitter and WhatsApp; Develop multi-media content and communication systems (DVD, CD, tele/video conferencing), ICT Applications in e-agriculture, e-awareness generation, e-banking, e-commerce, e-development, e-education, e-empowerment, e-entertainment, e-governance, e-health (human & veterinary), e-insurance, e-marketing, Applications of Local Area Portal (LAP) Software, Digital imaging and GIS mapping

Transaction Methodology: Individual / Group Project work and presentation

Unit 2: Foundations of Information Systems: A framework for business users - Roles of Information systems - System concepts - Organization as a system - Components of Information Systems - IS Activities - Types of IS.

Transaction Methodology: Group project and discussion

1000

Unit 3: Information Systems (IS) for Operations and Decision Making: Marketing IS, Manufacturing IS, Human Resource IS, Accounting IS and Financial IS - Transaction Processing Systems- Information Reporting System - Information for Strategic Advantage.

Transaction Methodology: Individual / Group Project work, presentation and discussion

Unit 4: Managing Information Technology: Managing Information Resources and technologies – IS architecture and management - Centralised, Decentralised and Distributed - EDI, Supply chain management & Global Information technology Management.

Transaction Methodology: Individual / Group Project work, Presentation and Discussion

Unit 5: Security and Ethical Challenges: IS controls - facility control and procedural control - Risks to online operations - Ethics for IS professional - Societal challenges of Information technology.

Transaction Methodology: Case analysis, Presentation and Discussion

Suggested Readings:

1. Haag, S., Cummings, M., and Phillips, A. (2008). *Management Information Systems*. (6th edition), India: Tata McGraw Hill
2. Laudon, J.P & Laudon, K.C. (2007). *Management Information System*. (10th edition). India: Pearson Education
3. O'Brien, J.A. (2008). *Introduction to Information Systems*. Tata McGraw Hill. 14th Edition, 2008.
4. O'Brien, J.A., and Marakas, G.M. (2006). *Management Information Systems*. Tata McGraw Hill: India.
5. Madon, S. (1992) The Impact of Computer-Based Information Systems on Rural Development: A case study in India, *Journal of Information Technology*, 7. pp. 20-29.
6. Madon, S. (1992) The Impact of Computer-Based Information Systems on Rural Development: A case study in India. Thesis submitted for the degree of Doctor of Philosophy, Department of Computing, Imperial College, London.
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- 424 -

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**Course Name- INDUSTRIAL TRANNING
PROGRAMME AND REPORT WRITING**

Course Code: MB 403

Course Name- Comprehensive viva

Course Code: MB 404

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- 425 -

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