

**Year:2 Semester: III**

S.N.	Subject Code	Subject	EVALUATION SCHEME								
						SESSIONAL EXAMS			ESE	Total	Credit
			L	T	P	CT	TA	Total			
1.	MCM-311	Global Strategic Management	3	2	-	20	10	30	70	100	4
2.	MCM-312	Entrepreneurship Development	3	2	-	20	10	30	70	100	4
3.	MCM-313	Corporate Governance, and Ethics	3	2	-	20	10	30	70	100	4
4.	MCM-314	Corporate Social Responsibility of Business	3	2	-	20	10	30	70	100	4
5.	MCM-315	<b>Opt any One Public Utility Economics</b>	3	2		20	10	30	70	100	4
	MCM-316	Project Management	3	2	-	20	10	30	70	100	4
6	MCM-317	<b>Opt any One Creative Writing</b>	3	2	-	20	10	30	70	100	4
	MCM-318	Hospital Administration	3	2	-	20	10	30	70	100	4
		<b>Total</b>	<b>18</b>	<b>12</b>	<b>-</b>	<b>120</b>	<b>60</b>	<b>180</b>	<b>420</b>	<b>600</b>	<b>24</b>
7	MCM-319	Swachha Bharat Abhiyan ( <b>Non-CGPA</b> )	2	-	-	20	10	30	70	100	2

## Semester III

### MCM-311: GLOBAL STRATEGIC MANAGEMENT Credit Hours 4

**Objective:** *To help students understand strategy making process that is informed integrative and responsive to rapid changes in an organization's globally oriented environment and also to help them understand tasks of implementing strategy in a global market.*

#### **Contents:**

**Unit I-Introduction:** Concept and Role of Strategy; The Strategic Management Process; Approaches to Strategic Decision Making; Strategic Role of Board of Directors & Top Management.

Strategic Intent; Concept of Strategic Fit, Leverage and Stretch; Global Strategy and Global Strategic Management; Strategic flexibility and learning organization.

**Unit II-Environmental Analysis:** Analysis of Global Environment- Environmental Profile; Constructing Scenarios; Environmental scanning techniques- ETOP, PEST and SWOT (TOWS) Matrix; Michael Porter's Diamond Framework; Analysis of Operating Environment - Michael Porters Model of Industry Analysis; Strategic Group Analysis; The International Product Life Cycle (IPLC)

Analysis of Internal Environment- Resource Audit; Resource Based View (RBV), Global Value Chains Systems; Core and Distinctive Competencies; From Sustainable Competitive Advantage to Transient Competitive Advantage.

**Unit III-Strategic Choice:** Strategic options at Corporate Level – Growth, Stability and Retrenchment Strategies; Corporate Restructuring; Strategic options at Business Level- Michael Porters' Competitive Strategies and Cooperative Strategies.

Evaluation of Strategic Alternatives – Product Portfolio Models (BCG matrix, GE Matrix, etc.)

**Unit IV-Situation Specific Strategies:** Strategies for situation like competing in emerging industries, maturing and declining industries, fragmented industries, hyper –competitive industries and turbulent industries; Strategies for industry leaders, runner -up firms and weak businesses.

**Unit V-Strategic Issues and Alternatives in Globally Competitive Markets:** Why & how firms internationalize; International entry options; Joint Ventures, Foreign Technology Agreements, Mergers and Acquisitions; Multi-country and global strategies; Outsourcing strategies.

**Unit VI-Strategy Implementation and Control:** Interdependence of Formulation and Implementation of Strategy; Issues in global strategy implementation- Planning and allocating resources; Organisation Structure and Design; Budgets and support system commitment; culture and leadership. Strategy evaluation and control.

**Unit VII-Ethical and Social considerations in Global Strategic Management:** The Global Context of Corporate Governance

**Course outcomes:**

1. describe the practical and integrative model of strategic management process that defines basic activities in strategic management.
2. demonstrate the knowledge and abilities in formulating strategies and strategic plans
3. analyze the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement
4. evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences

**Suggested Reading**

1. Carpenter-Strategic Management(Pearson)
2. Kazmi A. - Business Policy and Strategic Management (Tata Mc Graw Hill, 2nd Ed.)
3. Kachru - Strategic Management: (Excel Books)
4. Cliff Bowman - Business Policy and Strategy (Prentice Hall of India)
5. Trehan- Strategic Management ( Wiley)
6. Mc Carthy D.J., Minichiello Robert J., and Curran J.R. - Business Policy and Strategy (AITBS)
7. Lawrence R.Jauch., Glueck William F. - Business Policy and Strategic Management (Frank Brothers)
8. Pearce II John A. and Robinson J.R. and Richard B. - Strategic Management (AITBS)

**Course Objective:** The major objectives of the Entrepreneurship Development is to develop and strengthen the entrepreneurial quality, i.e. motivation or need for achievement.

**Unit I-Introduction:** Concept and Definitions, Entrepreneur v/s Intrapreneur; Role of entrepreneurship in economic development; Entrepreneurship process; Factors impacting emergence of entrepreneurship; Managerial versus entrepreneurial Decision Making; Entrepreneur v/s Investors; Entrepreneurial attributes and characteristics; Entrepreneurs versus inventors; Entrepreneurial Culture; Women Entrepreneurs; Social Entrepreneurship; Classification and Types of Entrepreneurs; EDP Programmes; Entrepreneurial Training; Traits/Qualities of an Entrepreneurs.

**Unit II- Creating Entrepreneurial Venture:** Generating Business idea- Sources of Innovation, methods of generating ideas, Creativity and Entrepreneurship; Challenges in managing innovation; Business planning process; Drawing business plan; Business plan failures; Entrepreneurial leadership-components of entrepreneurial leadership; Entrepreneurial Challenges; Legal issues – forming business entity, considerations and Criteria, requirements for formation of a Private/Public Limited Company, Intellectual Property Protection- Patents Trademarks and Copyrights – importance for startups, Legal Acts Governing Business in India.

**Unit III-Functional plans:** Marketing plan– for the new venture, environmental analysis, steps in preparing marketing plan, marketing mix, contingency planning; Organizational plan – designing organization structure and Systems; Financial plan – pro forma income statements, pro forma cash budget, funds Flow and Cash flow statements; Pro forma balance sheet; Break Even Analysis; Ratio Analysis.

**Unit IV- Entrepreneurial Finance:** Debt or equity financing, Sources of Finance- Commercial banks, private placements, venture capital, financial institutions supporting entrepreneurs; Lease Financing; Funding opportunities for Startups in India.

**Unit V- Enterprise Management:** Managing growth and sustenance- growth norms; Factors for growth; Time management, Negotiations, Joint ventures, Mergers & acquisitions

### **Course Outcomes:**

- Graduates will demonstrate an understanding of and appreciation for the importance of the impact of globalization and diversity in modern organizations.
- Graduates will demonstrate an ability to engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.
- Graduates will demonstrate an ability to work effectively with others.

### **Suggested Readings:**

1. Lall & Sahai: Entrepreneurship (Excel Books 2 edition)
2. Couger, C- Creativity and Innovation (IPP, 1999)
3. Kakkar D N - Entrepreneurship Development (Wiley Dreamtech)
4. A.K.Rai – Entrepreneurship Development (Vikas Publishing)
5. Sehgal & Chaturvedi-Entrepreneurship Development(UDH Publishing edition 2013)
6. R.V. Badi & N.V. Badi - Entrepreneurship (Vrinda Publications, 2<sup>nd</sup> Edition)
7. Holt - Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.
8. Barringer M J - Entrepreneurship (Prentice-Hall, 1999)
9. Nina Jacob, - Creativity in Organisations (Wheeler, 1998)

*Course Objective: To familiarize the students with the knowledge of ethics, emerging trends in good governance practices and corporate social responsibility in the global and Indian context.*

**Contents:**

**Unit I-Business Ethics:** The concept of ethics; ‘ethics’ and related connotations; business values and ethics; concept of business ethics; various approaches to business ethics; ethical theories; ethical governance; social responsibility—an extension of business ethics; the concept of corporate ethics; benefits of adopting ethics in business; ethics programme; code of ethics; ethics committee.

**Unit II-Conceptual Framework Of Corporate Governance:** Evolution of corporate governance; developments in India; regulatory framework of corporate governance in India; SEBI guidelines and clause 49; reforms in the Companies Act; secretarial audit; class action; NCLT; insider trading; rating agencies; green governance/e-governance; shareholders’ activism; corporate governance in PSUs and banks; legislative framework of corporate governance –an international perspective (United Kingdom, USA, Australia, China, Russia, South Africa).

**Unit III-Corporate Management:** Management vs. Governance; internal constituents of the corporate governance; key managerial personnel (KMP); chairman- qualities of a chairman, powers, responsibilities and duties of a chairman; chief executive officer (CEO), role and responsibilities of the CEO; separation of roles of chairman and CEO; CFO; manager; company secretary; auditor.

**Unit IV-Role and Functions of Board Committees:** Standing committees, ad-hoc committees, task force committees, advisory committees; powers, functions and duties of board committees; enhanced performance of board committees; limitations of board committees; statutory committees of board- audit committee, remuneration committee, nomination committee, compliance committee, shareholders grievance committee, investors relation committee, investment committee, risk management committee, other committees.

**Unit V-Major Corporate Failures** –Bank of credit and commerce international (UK), Maxwell communication corporation and Mirror group newspapers (UK), Enron (USA), World.com (USA), Andersen worldwide (USA), Vivendi (France), News of the world (UK); Satyam computer services ltd (India); Sahara (India); Kingfisher ltd (India); common governance problems noticed in various corporate failures; policy actions including major codes and standards.

**Unit VI-Whistleblowing and Corporate Governance** – The Concept of Whistle-Blowing; Types of Whistle-blowers; Whistle-blower Policy; the Whistle-Blower Legislation across Countries; developments in India.

**Unit VII-Corporate Social Responsibility (CSR)** –Meaning; corporate philanthropy; CSR-an overlapping concept; corporate sustainability reporting; CSR through triple bottom line; CSR and business ethics; CSR and corporate governance; environmental

aspect of CSR; CSR models; drivers of CSR; global reporting initiatives;major codes on CSR; initiatives in India.

**Course Outcome:**

1. be able to explain and evaluate the part which corporate governance plays in maintaining the stability of marketsand retaining public confidence in public intuitions
2. be able to describe and analyse the primary parts of corporate governance frameworks
3. be able to explain and evaluate the role of audit in corporate governance
4. be able to compare and contrast approaches to corporate governance internationally

**Suggested Readings:**

1. Mallin, Christine A., *Corporate Governance (Indian Edition)*, Oxford University Press,New Delhi.
2. Blowfield, Michael, and Alan Murray, *Corporate Responsibility*, Oxford UniversityPress.
3. Francesco Perrini, Stefano, and Antonio Tencati, *Developing Corporate Social Responsibility-A European Perspective*, Edward Elgar.
4. Sharma, J.P., *Corporate Governance, Business Ethics & CSR*, Ane Books Pvt Ltd, New Delhi.
5. Sharma, J.P., *Corporate Governance and Social Responsibility of Business*, Ane Books Pvt. Ltd, New Delhi.

**Course Objectives:** *This course will enable students to understand the rationale behind CSR and sustainability. This course takes students through an evaluation of risks and potential impacts in decision making, enabling them to recognize the links between the success of an organization and the well-being of a community/society.*

**Unit I:** Introduction to CSR: Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management.

**Unit II:** Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR; Chronological evolution of CSR in India; models of CSR in India.

**Unit III:** International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, human rights.

**Unit IV:** Review current trends and opportunities in CSR. CSR as a Strategic Business tool for Sustainable development.

**Course Outcomes:**

- Understand and demonstrate the intrinsic interdependence between Corporate Social Responsibility (CSR), Corporate Governance
- Understand, analyze, rationalize (defend) and formulate CSR mandates for companies.

**Reference Books:**

1. Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz
2. The World Guide to CSR - Wayne Visser and Nick Tolhurst
3. Innovative CSR by Lelouche, Idowu and Filho
4. Corporate Social Responsibility in India - Sanjay K Agarwal

**Course Objective:** The main objective is to identify and explain economic concepts and theories related to the behavior of economic agents, markets, industry and firm structures, legal institutions, social norms, and government policies.

**Contents:**

**Unit – I**

**Concept of public utilities** – Economic concept, American concept, types of public utility regulations.

**Unit-2**

**Rate making in public utilities-** Rate level and rate structure- Meaning and distinction, determination of rate level, determination of rate structure. Marginal cost pricing. Rate making in Electricity Undertaking.

**Unit – 3**

**Public utilities in India** – Forms of organization, Post and telegraph services, Radio and television- Air organisation, T.V. services in India. Autonomy for Radio and T.V. Prasar Bharti.

**Unit – 4**

Working of SEB's, salient features of electricity supply Act, Electricity rate schedules, consumer categories.

**Course Outcome:**

- Recognize how to use scientific method in economics.
- Formulate empirically testable hypotheses.
- Construct a data set of economic variables.
- Calculate, present, and discuss descriptive statistics.

**Books Recommended :**

1. Barnes I.R. – Economics of Public Utility regulation.
2. Clemens E.W. – Economics and Public Utilities.
3. Sleeman J.F. – British Public Utilities.
4. Choudhary R.K. – Economics of Public Utility
5. Hanson A.H. – Public Enterprises and Economics Development.
6. Ramanadhan V.V. – The structure of Public Enterprises in India.
7. Gupta K.R. – Issues on Public Enterprises.
8. Laxmi Narain – Principles Practice of Public Enterprise.
9. Centre for Public Sector Studies – Profitability Accountability and Social Responsibility of Public Enterprises.
10. Khera S.S. – Government in Business.
11. Ghosh P.K. – Public Enterprises in India.
12. Mathur B.L. – Public Enterprises in India.
13. Gupta K.L. – Bharat me lok Udyog.
14. Maheshwari R.K. – Public Enterprise Management
15. Maheshwari R.K. – Electricity Rate Making and Tariff Regulations.

**Course Objective :** The course is intended to develop the knowledge of the students in the management of projects, special emphasis will be provided on project formulation as also on various tools and techniques for project appraisal and control so that they are able to draft the project proposal in any area of management and evaluate the worth of projects.

**Unit I(6 Sessions)**

Concept of project: Basic concepts, classification, characteristics of project, Project life cycle, Project management, Tools & Techniques of project management, project organization.

**Unit II(08 Sessions)**

Project identification: Identification, generation of ideas, SWOT analysis, Preliminary screening, project rating index.

Market & Demand Analysis: Collection of data, market survey, market planning, market environment, project risk analysis, demand forecasting techniques.

**Unit III (08 Sessions)**

Technical Analysis: selection of technology, material input and utilities, plant capacity, location & site, machinery and equipment, structures and civil work, environmental aspects, project charts and layouts.

Financial Estimation: Project cost, source of finance, cost of production.

**Unit IV (08 Sessions)**

Financial Analysis: Characteristics of financial statement, Working Capital, Project income statement, projected cash flow statement, projected balance sheet, projected profitability.

Investment Evaluation: Investment decision rule, techniques of evaluation, payback period, accounting rate of return, profitability index method, Net profitability index, Internal rate of return, discounted payback period.

**Unit V (10 Sessions)**

Social Cost Benefit Analysis: Concept of social cost benefit, significance of SCBA, Approach to SCBA, UNIDO approach to SCBA, Shadow pricing of resource, the little miracle approach,

Project Implementation: Schedule of project implementation, Project Planning, Project Control, Human aspects of project management, team building, high performance team.

**Course Outcomes**

1. Manage the scope, cost, timing, and quality of the project, at all times focused on project success as defined by project stakeholders.
2. Align the project to the organization's strategic plans and business justification throughout its lifecycle.
3. Identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in consultation with stakeholders.
4. Adapt projects in response to issues that arise internally and externally.

**SUGGESTED READINGS**

1. Marwah-Project Management(Wiley Dreamtech)
2. Chaturvedi & Jauhari-Project Management(Himalaya Publishing)
3. Chandra Prasanna - Project : Preparation ,Appraisal, Budgeting and Implementation. (TMH, 5th Ed.)
4. Mishra - Project Management (Excel Books)
5. Goyal BB – Project Management : A Development Perspective (Deep & Deep)

**Code:- MCM-317**

**Introduction to Creative Writing**

**Credit Hours: 4**

### **Course objective**

You will learn some of the fundamental concepts and techniques of poetry and fiction in this course. You will practice writing creatively in these genres and will gain a greater understanding of how to approach this type of writing. Additionally, you will learn to analyze writing for craft and technique and respond to an author about these subjects critically.

## **Unit-1**

**Short Stories:** You will be required to write two short, 750-1500 word fictional stories incorporating elements of fiction writing that we discuss in class. You will choose one story to be reviewed by your peers and revised for your final portfolio. These stories are designed to be short so that you will have a chance to complete two full stories. If you would like to write a longer story for one or both short story assignments or if you would like to combine your first and second stories for workshop, please speak with me. The specific requirements of this assignment will be given to you closer to the assignment due date.

**Closed Form Poem:** You will be required to write one poem which uses a closed form, incorporating the elements of that poetic form that we discuss in class. One of your poems (closed form or free verse) will be reviewed by your peers and revised for your final portfolio. The specific requirements of this assignment will be given to you closer to the assignment due date.

**Free Verse Poem:** You will be required to write one free verse poem, incorporating the elements of that poetic form that we discuss in class. One of your poems (closed form or free verse) will be reviewed by your peers and revised for your final portfolio. The specific requirements of this assignment will be given to you closer to the assignment due date.

## **Unit-2**

**Writing Prompts:** You will be given short creative writing assignments in the form of prompts throughout the semester. These prompts are designed to allow you to generate ideas for your assignments and practice the elements of fiction and poetry writing that we will discuss in class. While the prompts will be designed to help you focus on one or a few of the fundamental concepts we discuss, the content will be up to you—the prompts are meant to help you practice certain basic concepts while allowing you creative freedom. Developing prompt responses into short stories and poems to turn in is encouraged. Writing prompts will be a component of your **Homework and In-Class Assignments** grade.

**Critical Responses:** You will be required to write four 1-2 page, double-spaced, critical responses to the texts we discuss in class: 2 in response to short stories and 2 in response to poems. In these responses, you will need to discuss fundamental elements of the text and how the author is using them. These responses are to be turned in the same day that the text is up for discussion. These exercises are about learning to break down and examine written texts; you will be graded on the effort and thought you put into your analysis of the text and completion of the requirements, not “correctness” of interpretation. Critical responses will be a component of your **Homework and In-Class Assignments** grade.

## **Unit-3**

***In-Class Assignments:*** Sometimes, you will be assigned work in-class. This work may include creative writing prompts, group assignments, responses to the reading, questions on the reading, and—if necessary—reading quizzes. In-class assignments will be a component of your **Homework and In-Class Assignments** grade.

***Workshop Responses:*** You will be required to write 30 responses, 1-2 pages in length (double-spaced), to your peers' texts that are up for workshop: 15 responses to short stories and 15 responses to poems. Your peer responses must be thoughtful analyses of the text you are responding to. You will summarize the text briefly, discuss elements of the text that work well, and, using specifics, discuss what elements might be improved and how. Your response must be one of constructive criticism and needs to focus on what the author's goals are for his/her text, not on what you would do if it were your own text.

## **Unit-4**

**Rude or inappropriate comments about the text or author will not be tolerated and will result in a zero for the response.** To ensure that each student will receive 15 responses from the class each workshop, you will sign up for your 30 response times in advance. I will provide a response for all student texts. I will provide an example response before the first workshop in each genre.

***Participation and Attendance:*** Coming to class every day is essential for learning the material in this class—more than 2 absences will result in a lower attendance grade. Your attendance grade is calculated by adding up the classes you attended and turning that into a letter grade by dividing the number of classes you attended by the total number of classes. So, if you have 4 absences out of 29 total classes, you will receive a

- Participation and Attendance: 10%
- Workshop Responses: 10%
- Homework and In-Class Assignments: 25%
- Short Stories: 20% (10% each)
- Poems: 20% (10% each)
- Portfolio and Reflection Essay: 15%

### **Course outcome:**

- develop and hone skills in creating, editing and revising in the student's primary genre.
- Demonstrate ability to read and respond thoughtfully and critically in both oral and written form to other student's work.
- Demonstrate knowledge of how to perform in a workshop situation.

### **Suggested Readings:**

1. The Creative Writing Coursebook: Forty-Four Authors Share Advice and Exercises for Fiction and Poetry
2. The God of Small Things by Arundhati Roy (1997)
3. A Fine Balance by Rohinton Mistry (1995)

**Code:- MCM-318**

**Hospital Administration**

**Credit hours 4**

*Course Objective: To promote awareness among functionaries involved in Health and Hospital Management. To promote research in the field of Health and Hospital Management in order to improve the efficiency of Health Care delivery Systems. To promote the development of high quality hospital services and community health care.*

**Unit-1**

Routine Admission/Discharge Procedures/Discharge Summary ,Hospital Utilisation Statistics. Average Length of Stay (ALS) • Bed Occupancy Rate,• Turn Over Interval 03. Daily Reports /Returns.

**Unit-2**

Patient's Complaints. Patient Satisfaction Survey. Interviews, Questionnaires, Observations, Group Discussions, Patient Opinion Polls, Report Writing. Duty Roster of various categories of Staff. Availability of Materials Critical Items, Stock Level, Procurement Methods.

**Unit-3**

Administration of Patient Related Schemes: Medical Insurance (Cashless Benefit), CGHS, ECHS, CSMA, TPA, ESI. Front Office Duties & Responsibilities Duties & Responsibilities of the Hospital administrator/CEO. In Profit Making Hospitals In Non-Profit Making Hospitals Disaster Management/Disaster Plan. Marketing of Hospital.,Telephone Courtesy, Guest Lectures, Organisation of Camps, Seminars, Workshops, Continuous Medical Education, Public Participation.

**Unit-4**

Hospital Security. Staff, Patients, New born babies, Female staff/Patients, Stores. Application of Hospital Information System (HIS) & Management Information System (MIS) Negotiation Skills. 2 • Purchase of Stores / Equipment, Union Matters, Collective Bargaining. Hospital Waste Management. Methods of Infection Control. 20. Fire Fighting. Dealing with Crisis Situation. Mob violence, Bomb threat, Terrorist strike, Mass casualties, Political agitation, Prisoners.

**Unit-5**

Legal Aspect of Hospital Administration Rights & Responsibilities of Medical Person. Organisational & Procedural Laws. Indian Contract Act Nursing Home Registration Act Birth-Death Registration Act. Labour Laws Applicable to a Hospital. Indian Trade Union Act 1926/Industrial Dispute Act 1947. The Bombay Shops & Establishment Act.,The Workmen's Compensations Act. The Industrial Employment (Standing Orders) Act 1946.,Payment of Wages Act. Employee Provident Fund Act. Maternity Benefit Act.

**Course Outcome:**

- Develop innovative solutions to strategic, tactical and operational issues in managing healthcare systems and associated information technology through the combined use of information, organizational knowledge, talent management and critical thinking.

- Explain and compare continuous improvement processes, and using a variety of tools, design and build systems for measurement, analysis and accountability as they apply to healthcare settings.

**Books Recommended:**

02. Medical Negligence & Compensation – By Jagdish Singh – Bharat Law, Jaipur.
03. Medical Negligence & Legal Remedies – By Anoop K. Kaushal – Universal.
04. Medical Termination of Pregnancy Act.
05. Preconception & Prenatal Diagnostic Techniques (Prohibition of sex selection) Act 1994.
06. Organ Transplant Act.

**Course Objectives:**

- To promote Swachhata Awareness campaign in villages adopted by the University
- To understand the importance of cleanliness and hygienic living in villages to remain healthy and fit
- To apply class room knowledge of courses to field realities and improve quality of living in villages

**UNIT: 1**

Introduction to Swachha Bharat Abhiyan, concept, scop, objectives an mode of functioning, Unnat Bharat Abhiyan and Swachha Bharat Abhiyan – comparison and integration.

**UNIT : 2****Local Self Government and Swachha Bharat Abhiyan**

Introduction to Constitution, Constitutional Amendments on Panchayati Raj, Panchayati Raj Institutions (Gram Sabha, Gram Panchayat, Standing Committee), local civil society, local administration, Municipal Corporation & its functions and Administration. Role of Local Self Government in Swachha Bharat Abhiyan, Community participation in Swachh Bharat Abhiyan, Sanitation, Personal and community hygiene.

**Assignment 2**

How effectively are Panchayati Raj institutions functioning in the village? What would you suggest to improve their effectiveness? Present a case study (written or audio-visual).

**Field Visit – (4 Classes)****UNIT : 3****Water Management System in Village**

Water and waste water, water crisis, water conservation, climate change, rain water harvesting, reuse, borewell, recharge structures ,water disposal ,sewage system and its management, open defecation and Swachha Bharat Abhiyan.

**Smart Cities - Concept of Smart Cities, Smart Cities and Swachha Bharat Abhiyan.**

**Sustainable Development Goals** – concept, objectives and merits, UN and National intervention

**Assignment: 1**

Water Conservation – Opportunities, Mapping, Challenges & Viable Solutions.

Group discussion in class- (4)

**Field visit (4 Classes)**

Awareness on Water Conservation

**Assignment 3**

Project Report on Sustainable Development in India – Problems & Prospects.

**Field Visit –(4 Classes)**

Awareness Campaign on Swachha Bharat Abhiyan

**UNIT : 4****Legal Aspects**

Pollution Control Boards-Central and State, Waste Management System (Solid and Liquid), Waste disposal,

## **Assignment 2**

Waste Management System in the villages – Challenges & Opportunities.

### **Field Visit – (4 Classes)**

Awareness on Waste Management System in the Village

## **Activities to be undertaken under Swachh Bharat Abhiyan**

- Cleanliness in the offices /Departments/surroundings and nearby areas
- Segregation of waste and proper disposal of garbage as per pollution control board norms
- Cleanliness/Bus stand/Public places and Market places
- Periodic cleaning of hostel messes
- Developing green belt on roadside of the campus to prevent aerosol pollution
- One day cleanliness awareness camp in the villages adopted under Unnat Bharat Abhiyan
- To ensure that facility of toilets fresh drinking water, first aid and basic amenities be provided by the contractor to the labourers staying in the campus
- Awareness of people about sanitation related issues and trigger a change in sanitation related behaviour
- Change of behaviour about open defecation, hygiene practices, solid/liquid waste management in campus and at village level in adopted villages.

### **Learning outcomes:**

After completing this course, student will be able to

- Gain an understanding of rural life and social realities
- Learn to understand the village problems and find solutions relating to cleanliness and hygienic living.
- Develop the spirit of community participation by involvement of common people

### **Suggested Books:**

1. Singh, Katar, Rural Development Principles, Policies and Management, Sage Publications, New Delhi, 2015.
2. A Hand book on Village Panchayat Administration, Rajiv Gandhi Chair for Panchayati Raj Studies, 2002.
3. United Nations, Sustainable Development Goals, 2015 [un.org/sdgs/](http://un.org/sdgs/)
4. M.P.Boraian, Best Practices in Rural Development, Shanlax Publishers,
5. Unnat Bharat Abhiyan Website : [www.unnatbharatabhiyan.gov.in](http://www.unnatbharatabhiyan.gov.in)