

# **SHRI VENKATESHWARA UNIVERSITY GAJRAULA**



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**School of Commerce and Management**

## **Syllabus Session-2019-20 onwards**

### **Master of Business Administration (MBA)**

**Year:2 Semester: IV**

S.N.	Subject Code	Subject	EVALUATION SCHEME								
						SESSIONAL EXAMS			ESE	Total	Credit
			L	T	P	CT	TA	Total			
1.	MBA-411	Strategic Management	3	2	-	20	10	30	70	100	4
2.	MBA-412	International Business Management	3	2	-	20	10	30	70	100	4
3.	MBA-413	Entrepreneurship Development	3	2		20	10	30	70	100	4
4.	MBA-414	<b>Opt any One</b> Retailing & Distribution Management	3	2	-	20	10	30	70	100	4
	MBA-415	Industrial Relations & Labour Enactments	3	2	-	20	10	30	70	100	4
5.	MBA-416	<b>Opt any one</b> Hospital Administration	3	2	-	20	10	30	70	100	4
	MBA-417	Educational Institution Management	3	2	-	20	10	30	70	100	4
6.	MBA-418	<b>Opt any one</b> Travel & Tourism Management	3	2	-	20	10	30	70	100	4
	MBA-419	Sports Management	3	2	-	20	10	30	70	100	4
		<b>Total</b>	<b>18</b>	<b>12</b>	<b>-</b>			<b>180</b>	<b>420</b>	<b>600</b>	<b>24</b>
7	MBA-420	Unnat Bharat Abhiyan( <b>Non-CGPA</b> )	1	-	3	20	10	30	70	100	2

**MBA-411:**

**SEMESTER : IV  
STRATEGIC MANAGEMENT**

**Credit Hours: 4**

**Course Objective:**

The present course aims at familiarizing the participants with the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations. Class participation will be fundamental to the development of the skills of the students.

**UNIT I (6 Sessions)**

Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making.

**UNIT II (8 Sessions)**

Impact of Internet and E-Commerce, Role of Strategic Management in Marketing, Finance, HR and Global Competitiveness.

Environmental Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning,

**UNIT III (10 Sessions)**

Corporate Analysis, Resource based approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit.

SWOT Analysis, TOWS Matrix, Various Corporate Strategies: Growth/ Expansion, Diversification, Stability, Retrenchment & Combination Strategy.

**UNIT IV (8 Sessions)**

Process of Strategic Planning, Stages of corporate development, Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Corporate Parenting, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force and Porters Diamond Model, Strategic Choice.

**UNIT V (8 Sessions)**

Strategy Implementation through structure, through Human Resource Management: through values and ethics. Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic Information System.

Case Study related to the Entire Syllabus.

**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)

**Course Objective:**

This course will provide the students an opportunity to learn and understand how business is conducted in the international arena. The syllabus is designed to allow students to gain managerial skills to meet the challenges they will face in the global workplace.

**Unit I (6 sessions)**

An Overview of International Business: Introduction, Definition of International Business, Changing Environment of International Business, Globalization of Markets, Trends in Globalization, Effects and Benefits of Globalization.

**Unit II (10 sessions)**

International Trade and Investment Theories: Mercantilism; Absolute Cost theory, Comparative Cost theory, Opportunity Cost theory, factor endowment theory, Complimentary trade theories – stopler – Samuelson theorem, International Product life Cycles. Investment Theories – Theory of Capital Movements, Market Imperfections theory; Internationalisation Theory; Location Specific Advantage Theory; Eclectic Theory; other theories, Instruments of Trade Policy- Tariffs, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy.

**Unit III (08) sessions)**

Foreign Exchange Determination Systems: Basic Concepts Relating to Foreign Exchange, Various types of Exchange Rate Regimes – Floating Rate Regimes, Managed Fixed Rate Regime, Purchasing Power Parity, Mint Parity, Interest rates, other Factors Affecting Exchange Rates, Brief History of Indian Rupees Exchange Rates.

**Unit IV (10 Sessions)**

International Institution: UNCTAD, Its Basic Principles and Major Achievements, IMF, Role of IMF, IBRD, Features of IBRD, WTO, Role and Advantages of WTO.

Regional Economic Integration: Introduction, Levels of Economic Integration, Regional Economic Integration in Europe, Regional Economic Integration in U.S.A., ASEAN, SAARC, Integration for Business.

**Unit V (06 Sessions)**

Strategic Functions of International HRM, Staffing Policy – Ethnocentric, Polycentric and Geocentric Approach, Expatriate Preparation and development, Expatriate Repatriation, International Labor Relations

**Course Outcomes:**

1. Conduct an environmental scan to evaluate the impact of world issues on an organization's international business opportunities.
2. Conduct, evaluate and present market research to support an organization's international business decision-making.
3. Manage the preparation of documents and the application of procedures to support the movement of products and services in the organization's global supply chain.
4. Evaluate the impact of statutory and regulatory compliance on an organization's integrative trade initiatives.

### **SUGGESTED READINGS**

- 1) Agarwal Raj - International Trade (Excel, 1st Ed.)
- 2) Albaum Duerr - International Marketing and Export management (Pearson, 7th Ed.)
- 3) Cherunilam F - International Trade and Export Management (Himalaya, 2007)
- 4) Hill C.W. - International Business (TMH, 5th Ed.)
- 5) Daniels - International Business (Pearson, 1st Ed.)
- 6) Kumar R and Goel, International Business, (UDH Publications, edition 2013)
- 7) Jaiswal- International Business (Himalya Publication)
- 8) Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.)

**Course Objective:** The objective of the section is to develop conceptual understanding of the topic among the students and comprehend the environment of making of an Entrepreneur. Specific topics to be covered in the section are as follows:

**Unit I (8 Sessions)**

Meaning, Definition and concept of Enterprise, Entrepreneurship and Entrepreneurship Development, Evolution of Entrepreneurship, Theories of Entrepreneurship. Characteristics and Skills of Entrepreneurship, Concepts of Intrapreneurship, Entrepreneur v/s Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager, Role of Entrepreneurship in Economic Development, Factors affecting Entrepreneurship, Problems of Entrepreneurship

**Unit II (6 Sessions)**

Meaning and concept of Entrepreneurial Competency, Developing Entrepreneurial Competencies, Entrepreneurial Culture, Entrepreneurial Mobility, Factors affecting Entrepreneurial mobility, Types of Entrepreneurial mobility. Entrepreneurial Motivation: Meaning and concept of Motivation, Motivation theories, Entrepreneurship Development Program: Needs and Objectives of EDPs, Phases of EDPs, Evaluation of EDPs

**Unit III (10 Sessions)**

Role of Government in promoting Entrepreneurship, MSME policy in India, *Agencies for Policy Formulation and Implementation:* District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), *Financial Support System:* Forms of Financial support, Long term and Short term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions

**Unit IV (8 Sessions)**

Women Entrepreneurship: Meaning, Characteristic features, Problems of Women Entrepreneurship in India, Developing Women Entrepreneurship in India, Concept of Social Enterprise and Social Entrepreneurship, Social Entrepreneurs, Sustainability Issues in Social Entrepreneurship, Rural Entrepreneurship, Family Business Entrepreneurship, Concepts of Entrepreneurship Failure, Issues of Entrepreneurial failure, Fading of Entrepreneurial success among once leading corporate groups, Entrepreneurial resurgence, Reasons of Entrepreneurial Failure, Essentials to Avoid Unsuccessful Entrepreneurship.

**Unit V (8 Sessions)**

Forms of Business Ownership, Issues in selecting forms of ownership, Environmental Analysis, Identifying problems and opportunities, Defining Business Idea, Planning Business Process, **Project Management:** Concept, Features, Classification of projects, Issues in Project Management, Project Identification, Project Formulation, Project Design and Network Analysis, Project Evaluation, Project Appraisal, Project Report Preparation, Specimen of a Project Report

**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)

**MBA-414      RETAILING AND DISTRIBUTION MANAGEMENT      Credit Hours: 4**

**Course Objective:**

This program helps management students to understand the fundamentals of Distribution management and familiarizing the participants with the global dynamism of retail practices and provides a specialized platform for developing cutting edge skills in retail. Class participation will be fundamental to the development of these skills.

**UNIT I (08 Sessions)**

Distribution Management: An Overview

Meaning, concept and elements of Distribution; Growing importance of distribution for strategic advantage; Value chain and marketing intermediaries; Various marketing intermediaries and their roles in value addition; Conventional distribution systems for various product categories; Multiple Channel Systems; Designing channel structure and strategy

**UNIT II (08 Sessions)**

IT enabled Distribution Systems & Channel Relationships

IT enabled Distribution Systems; Disintermediation vs Reintermediation; Cybermediary (e-commerce), Partial disintermediation, Infomediary; Intermediary empowerment; Framework for adoption of IT enabled distribution systems; Nature and characteristics of Partnering Channel Relationships; Stages, Reasons and Factors of developing Partnering Channel Relationships; Channel Conflicts and Resolution Strategies; Partnering Channel Relationships and IT

**UNIT III (10 Sessions)**

Logistics Management

Concept, Types, and Functions of Inventory; Inventory Management Tools and Techniques; Nature, Concept, Types, Functions and Strategy of Warehousing; Value of Information in Logistics and Bullwhip Effect; Logistics Information System and Order Processing, Concept, Evolution and Objectives of Logistics Management; Components and Functions of Logistics Management; Distribution related Issues and Challenges for Logistics Management; Gaining competitive advantage through Logistics Management;

**UNIT IV (06 Sessions)**

Retail Management: An Overview

Concept and Evolution; Functions and Role of Retailing in Distribution; Social and Economic significance of Retailing; Formats of Retailing; Organized Retailing; Technology in Retailing; Present Indian Retailing Scenario

**UNIT V (8 Sessions)**

Retail Management Decisions

Organizational buying formats and processes; Merchandise Planning systems; Category Management; Logistics issues in Retailing; Inventory Management and Replenishment Systems; Value of Information visibility, Functions, Costs, and Modes of Transportation, Selection of Transport Mode; Transportation Network and Decision

**Course Outcome:**

1. Demonstrate the skills needed to develop ideas and make decisions based on ethics, proper research, analysis, and critical thinking.
2. Describe the key actions to be taken to effectively and efficiently utilize organizational resources to achieve stated purpose and goals.
3. Describe the actions taken to acquire and retain customers; produce goods and services; and measure/track financial performance.
4. Develop a professional growth plan for lifelong learning.

**Suggested Readings:**

1. Agrawal D. K., Distribution & Logistics Management: A Strategic Marketing Approach, Macmillan Publishers India Ltd. New Delhi,
2. Berman- Retail Management Strategic approach-11e (Prentice hall)
3. Cox-Retailing An introduction 5e (Prentice hall)

**MBA-415: INDUSTRIAL RELATIONS AND LABOUR ENACTMENTS      Credit Hours: 4**

**Course Objective:** The Course intends to educate and create awareness among the participants about various aspects of Industrial Relations and thus equip them to handle this delicate subject with maturity, objectivity and understandings. To gain knowledge of concepts, issues and legal framework of Industrial Relations.

**UNIT I (6 Sessions)**

Overview of Industrial Relations : Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Evolution of IR in India ; Role of State; Trade Union; Employers' Organisation; ILO in IR.

**UNIT II (8 Sessions)**

Trade Unionism : Trade Union : origin and growth, unions after independence, unions in the era of liberalization; concept, objectives, functions and role of Trade Unions in collective bargaining; problems of Trade Unions.

**UNIT III (6 Sessions)**

Labour problems : Discipline and misconduct; Grievance Handling Procedure; Labour turnover; Absenteeism; Workers' participation in management.

**UNIT IV (8 Sessions)**

Technological Change in IR-Employment issues, Management Strategy, Trade Union Response, Human Resource Management and IR- Management Approaches, Integrative Approaches to HRM; International Dimensions of IR.

**UNIT V (12 Sessions)**

Labour Legislations: Industrial Dispute Act, Factories Act, Payment of Wages Act, Workmen's Compensation Act. Important Provisions of Employees' State Insurance Act, Payment of Gratuity Act, Employees Provident Fund Act.

**Learning Outcomes**

- Upon completion of the course, the student would:
- Be aware of the present state of Industrial relations in India.
- Be acquainted with the concepts, principles and issues connected with trade unions, collective bargaining, workers participation, grievance redressal, and employee discipline and dispute resolution.
- Understand the various processes and procedures of handling Employee Relations.

**Suggested Readings:**

1. Mamoria CB, Mamoria, Gankar - Dynamics of Industrial Relations (Himalayan Publications, 15th Ed.)
2. Singh B.D. - Industrial Relations & Labour Laws (Excel, 1st Ed.)
3. Kogent - Industrial Relations & Labour Laws (Wiley Dreamtech)
4. Srivastava SC - Industrial Relations and Labour Laws (Vikas, 2000, 4th Ed.)
5. Venkata Ratnam – Industrial Relations (Oxford, 2006, 2nd Ed.)

**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:**

1.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.

2.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.
07. The Consumer Protection Act 1986.
08. Indian Trade Union Act 1926. 09. Industrial Dispute Act 1946.

**Course Objective:** *The objective is to provide Education which is the provision of a series of learning experiences to students in order to impart knowledge, values, attitudes and skills with the ultimate aim of making them productive members of society,*

**Unit-1**

Concept of educational management- Meaning, nature, need and scope, Role of Educational manager. Types of Educational Management- Autocratic, Democratic, Laissez-Faire supervision. 6. Educational Planning- Meaning, need and significance of educational planning. Types and strategies of educational planning. Steps in Educational planning Institutional Planning.

**Unit-2**

Educational Management and Administration Difference between the two administrations at different levels Primary, Secondary and Tertiary, Board of Secondary Education, Council of H.S Education, Council of Higher education

**Unit-3**

Educational Measurement and Evaluation- Concept, Scope and Needs. Tools and Techniques of Evaluation - a) Test: Types, use of Norm- Referenced test and Criterion- Referenced test, essay type and objective type tests. b) Observation- Concept and Use c) Inquiry - concept and use d) Cumulative Record Card – concept and Use

**Unit-4**

Autonomy in Higher Education (concept, composition and importance). Dellar's Report, National Knowledge Commission (Main Recommendations), RUSA, Choice Base Credit System, professional development of higher education faculty and major changes in research.

**Unit-5**

Meaning, Definition, Aims, Components, Objectives, Scope and Significance of Educational Technology - Educational Technology and Instructional Technology - Educational Technology and Information Technology – personal learning environments, networked learning, virtual learning environments (VLE) m-learning, and digital education.

**Course Outcome:**

- Identify and describe the political, religious, economic, and social uses of art in Italy during the Renaissance
- Identify a range of works of art and artists
- Analyze the role of art and of the artist in Italy at this time
- Analyze the art of the period according to objective methods

**Suggested Books**

Altabach, P.G.&Singh, A. (1974).The Higher Learning In India,New Delhi: Vikas Publishing House.

Dunkin, M.J. (1987). The International Encyclopedia of Teaching and Teacher Education. New York: Pergamon Press.

Malik,S.C.(Ed) (1971) Management and Organisation of Indian Universities, Shimla: Indian Institute of Advanced Study.

**MBA-418:**

**TRAVEL & TOURISM MANAGEMENT**

**Credit Hours: 4**

**Course objective**

This course acquaints the student with the scope and complexity of the hospitality and tourism industry by exploring the national and global relationships.

**UNIT I (08 Sessions)**

What is Tourism? Definitions and Concepts, Tourist destination, services and industry, General Tourism Trends. Types of Tourists, Visitor, Traveller, and Excursionist–Definition and differentiation. Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR.

New Trends of travel, E- Commerce and Online communication in Tourism

**UNIT II (08 Sessions)**

Definition of Tourism Product, Elements and characteristics of tourism products. Tourism product Life Cycle, Typology of tourism products.

Natural Resources:Wildlife Sanctuaries, National Parks and Natural Reserves in India

World Heritage Sites of India:Ajanta &Ellora Caves, TajMahal, Agra Fort, Sun Temple, Konark, Monuments at Khajuraho, Monuments at Hampi

Fairs and Festivals: Kumbha, Pushkar,Pongal/Makar-Sankranti, Baishakhi,Holi,Onam, Durga Puja, Diwali, KartikPurnima (DevDeepawali, Guru Parb), Rathayatra, Barawafat, Id-ul-Fitr, Easter, Christmas, Carnival (Goa), Ganga Mahotsava, TajMahotsava, KhajurahoMahotsava and Desert Festival. Dance & Music:Classical

**UNIT III (08 Sessions)**

Origin of Travel Agency. Definition and scope of Travel Agency. Definition of Tour Operator and Tour operation. Differences between Travel Agency and Tour Operator.

Travel Agency: Functions, Organization, Tour operator functions and organizations, client handling; Income sources.

Setting up of Travel Agency, Approval procedure for Travel Agent and Tour operator by DOT: IATA rules and regulations.

**UNIT IV (08 Sessions)**

Introduction to the Hospitality Industry - Origin, Nature and Importance, Hotel Organisational structure and its hierarchy of Very Large, Large and medium hotels and Hotel Chains of India,Classification of Hotels and Hotel Categories (Star Rating), Hotel Revenue Centres – Rooms Division, F& B Division,

**UNIT V (08 Sessions)**

Hotel Cost Centres- Marketing, Engineering, Accounting, Human Resources, Security.

Types of Hotel Rooms, Plans and Rates, Front Office and its coordination with other , Classification of Hotels – as per Location, Size, Target Markets, Levels of Service, Ownership & Affiliation, Other Lodging Establishments departments, Laws and rules pertaining to Hospitality Industry, Hospitality Organisation-FHRAI, HRACC, IH&RA, Customer Care - general etiquettes, telephone handling, effective communication skills

**Course Outcome:**

- Use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the classroom, community and industry.
- Apply the concepts and skills necessary to achieve guest satisfaction.
- Demonstrate leadership and teamwork to achieve common goals.

**Suggested Readings:**

- 1 Goeldner-Tourism Principles &Philosphy(Wiley Dreamtech)
- 2 Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
- 3 Hospitality and Tourism – Kadam R (UDH Publishers edition 2013)
- 4 Tourism Marketing-Devashis Das Gupta-(Pearson)
- 5 Misra & Sadaul- Basic of Tourism Management (Excel Books)
- 6 Walker –Introduction to hospitality Management 2e (Prentice hall)
- 7 Kotler-Marketing for Hospitality and Tourism (Prentice hall)

**Learning Objective:-***This course is designed to introduce the field of Sport Management to a business student in the same nature the Accounting. The course will help prepare students for business programs and introduce them to an area of business with which they may be unfamiliar.*

**Unit I:-** Managing Sport Organizations i. History of Sport in Indian Society and the Sociological Context of Sport ii. History of the Management of Sport Organizations 1. Industry History of Sport Management 2. Academic History of Sport Management.

**Unit II:-** Sport Marketing a. Corporate Sponsorship b. Licensing c. Media's Role d. Advertising e. Promotions g. Career Opportunities.

**Unit III:-** Ethics in Sport:-  
a. Gambling Issues  
b. Fund Raising Issues  
c. Sponsorship of Alcohol and Tobacco Companies

**Unit IV:-** Sport Law Legal Issues Affecting Sport

**Course Outcomes:-**

1. Develop and hone professional skills through classroom learning and experiential learning through a steady progression of internships with added responsibilities.
2. Develop an understanding of the sports industry in relationship to the legal sector as well as the broader relationship between the industry and society.
3. Develop a Marketing Plan specific to a product in the Sport Industry.

**Learning Objectives:**

- To engage the students in understanding rural realities
- To identify and select existing innovative technologies, enable customization of technologies, or devise implementation method for innovative solutions, as per the local needs.
- To leverage the knowledge base of the institutions to devise processes for effective implementation of various government programmes
- To understand causes for rural distress and poverty and explore solutions for the same
  
- To apply classroom knowledge of courses to field realities and thereby improve quality of learning

**UNIT: 1****Quality of rural life in villages and Unnat Bharat Abhiyan:**

Introduction to Unnat Bharat Abhiyan - concept, scope and objectives, rural life, rural society, cast and gender relations, rural values with respect to community, nature and resources, elaboration of “Soul of India lies in villages” – (Gandhi Ji), Rural infrastructure, problems in rural area.

Assignment: - 2

Prepare a map (Physical , visual and digital) of the village you visited and write an essay about inter-family relation in that village

**UNIT: 2****Rural economy and livelihood :**

Agriculture, farming, land ownership pattern, water management, animal husbandry, non-farm livelihoods and artisans, rural entrepreneurs, rural market

**Assignment: 1**

Describe your analysis of rural household economy, it's challenges and possible pathways to address them.

Group discussion in class- (4)

## **Field visit 3**

### **UNIT : 3**

#### **Rural Institutions: 2**

History of Rural Development, Traditional rural organizations, Self Help Groups, Gram Swaraj and 3- Tier Panchayat Raj Institutions(Gram Sabha, Gram Panchayat, Standing Committee), local civil society, local administration.

Introduction to Constitution, Constitutional Amendments in Panchayati Raj – Fundamental Rights and Directive Principles.

#### **Assignment 2**

Panchayati Raj institutions in villages? What would you suggest to improve their effectiveness? Present a case study (written or audio-visual).

#### **Field Visit – 4**

### **UNIT : 4**

#### **Rural Development Programmes: 2**

National programmes - Sarva Shiksha Abhiyan, Beti Bachao, Beti Padhao, Ayushman Bharat, Swatchh Bharat, PM Awas Yojana, Skill India, Gram Panchayat Decentralised Planning, NRLM, MNREGA, etc

#### **Written Assignment – 2**

Describe the benefits received and challenges faced in the delivery of one of these programmes in the rural community, give suggestions about improving implementation of the programme for the rural poor

Field work:

Each student selects one programme for field visit

#### **Field based practical activities:**

- Interaction with SHG women members, and study of their functions and challenges; planning for their skill building and livelihood activities

- Visit MGNREGS project sites, interact with beneficiaries and interview functionaries at the work site
- Field visit to Swachh Bharat project sites, conduct analysis and initiate problem solving measures
- Conduct Mission Antyodaya surveys to support under Gram Panchayat Development Plan(GPDP)
- Interactive community exercise with local leaders, panchayat functionaries, grass-root officials and local institutions regarding village development plan preparation and resource mobilization
- Visit Rural Schools / mid-day meal centres, study Academic and infrastructural resources and gaps
- Participate in Gram Sabha meetings, and study community participation
- Associate with Social audit exercises at the Gram Panchayat level, and interact with programme beneficiaries
- Attend Parent Teacher Association meetings, and interview school drop outs
- Visit local Anganwadi Centre and observe the services being provided
- Visit local NGOs, civil society organisations and interact with their staff and beneficiaries, .
- Organize awareness programmes, health camps, Disability camps and cleanliness camps
  - o Conduct soil health test, drinking water analysis, energy use and fuel efficiency surveys
- Raise understanding of people's impacts of climate change, building up community's disaster preparedness
- Organise orientation programmes for farmers regarding organic cultivation, rational use of irrigation and fertilizers and promotion of traditional species of crops and plants
  - Formation of committees for common property resource management, village pond maintenance and fishing

### **Learning Outcomes:**

After completing this course, student will be able to

- Gain an understanding of rural life, culture and social realities
- Develop a sense of empathy and bonds of mutuality with local community

- Appreciate significant contributions of local communities to Indian society and economy
- Learn to value the local knowledge and wisdom of the community

### **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)