

DEPARTMENT OF RURAL INDUSTRIES AND MANAGEMENT
The Gandhigram Rural Institute-Deemed University, Gandhigram - 624 302
CURRICULUM DESIGN - BBA PROGRAMME
(To be offered from the academic year July 2017-2018 under the CBCS)

Seme ster	Category of Courses	Courses Code	Title of the Course	No.of Credits	Lecture hrs/week	Duration of ESE Hours	Evaluation		
							CFA	ESE	Total
I	Language I (any one course)	17TAMU0101	Tamil தொழித்திறன்	3	3	3	40	60	100
		17HIDU0101	Hindi - I						
		17MALU0101	Malayalam						
		17FREU0101	French - I						
	Language - II	17ENGU01X1	English - I	3	3	3	40	60	100
	Basic Language (any one course)	17CHIU0001	Core Hindi -I	2	2	2	20	30	50
		17CTAU0001	Core Tamil - I						
	Foundation Course	17GTPU0001	Gandhi's Life, Thought and Work	2	2	2	20	30	50
		17EXNU0001	Extension Education						
	Allied Course	17RIMU01B1	Rural Industrial Organisation	3	3	3	40	60	100
Core Courses	17RIMU0101	Business Environment	3	3	3	40	60	100	
	17RIMU0102	Principles of Management	3	3	3	40	60	100	
Compulsory Non Credit Course	17RIMU01F1	Extension / Field Visit	2	4	-	50	-	50	
		Sub Total	23	25					
II	Language - I (any one course)	17TAMU0202	Tamil - தற்கால இலக்கியத்திறன்	3	3	3	40	60	100
		17HIDU0202	Hindi - II						
		17MALU0202	Malayalam						
		17FREU0202	French II						
	Language - II	17ENGU02X2	English II	3	3	3	40	60	100
	Basic Language (any one course)	17CHIU0002	Core Hindi -II	2	2	2	20	30	50
		17CTAU0002	Core Tamil - II						
	Foundation Course (any one course)	17NSSU0001	National Service Scheme	1	1	-	50	-	50
		17SHSU0001	Shanti Sena						
		17FATU0001	Fine Arts						
		17SPOU0001	Sports and Games						
	Foundation Courses	17YOGU0001	Yoga Education	1	1	-	50	-	50
		17EVSU0001	Environmental Studies (Theory & Practical)	4 (3+1)	5 (3+2)	3	40	60	100
	Allied Course	17RIMU02B2	Business Communication	3	3	3	40	60	100
Core Course	17RIMU0203	Managerial Economics	3	3	3	40	60	100	
	17RIMU0204	Management Administration	3	3	3	40	60	100	
Compulsory Non Credit Course	17RIMU02F2	Extension / Field Visit	2	4	-	50	-	50	
		Sub Total	25	28					
III	Soft Skill	17ENGU00C1	Communication and Soft Skill	2	2	2	20	30	50
	Village Placement Programme	17EXNU03V1	Village Placement Programme	2	2	-	50	-	50
	Non-Major Elective (any one course) *			3	3	3	40	60	100
	Allied Course	17RIMU03B3	Project Formulation	3	3	3	40	60	100
	Core Course	17RIMU0305	Principles of Accounting	3	3	3	40	60	100
		17RIMU0306	Business law	3	3	3	40	60	100
		17RIMU0307	Human Resource Management	3	3	3	40	60	100
		17RIMU0308	Bank Management	3	3	3	40	60	100
		Sub Total	22	22					

IV	Computer Skill	17CSAU04C1	Computer Applications in Business (Theory & Practical)	4 (3+1)	5 (3+2)	3	40	60	100
	Major Elective I (any one course of Theory & Practical)	17RIMU04EX	Rural Industries - I (Theory & Practical)	4 (3+1)	5 (3 + 2)	3	40	60	100
	Allied Course	17RIMU04B4	Business Mathematics	3	3	3	40	60	100
	Core Course	17RIMU0409	Elements of Research Methods and Statistics	3	3	3	40	60	100
		17RIMU0410	Marketing Management	3	3	3	40	60	100
17RIMU0411		Entrepreneurship Development	3	3	3	40	60	100	
17RIMU0412		Internship	3	3	-	100	-	100	
	Compulsory Non Credit Course	17RIMU04F3	Extension / Field Visit	2	4	-	50	-	50
			Sub Total	25	29				
V	Skill Based Elective	17RIMU05S1	Soft Skill : Presentation Skills	2	2	-	50	-	50
	Non Major Elective (any one course)			3	3	3	40	60	100
	Major Elective II -(any one course of Theory & Practical)	17RIMU05EX	Rural Industries - II (Theory & Practical)	4 (3+1)	5 (3+2)	3	40	60	100
	Core Course	17RIMU0513	Consumer Behaviour	3	3	3	40	60	100
		17RIMU0514	Financial Management	3	3	3	40	60	100
17RIMU0515		Organisational Behaviour	3	3	3	40	60	100	
17RIMU0516		Mini Project covering MSMEs	4	4	-	100	-	100	
	Compulsory Non Credit Course	17RIMU05F4	Extension / Field Visit	2	4	-	50	-	50
			Sub Total	24	27				
VI	Modular Course on SRS (Any 2 Module)	17RIMU06MX		2	2	-	50	-	50
		17RIMU06MY		2	2	-	50	-	50
	Project	17RIMU0617	Project	4	4	-	100	-	100
	Core Course	17RIMU0618	Export Marketing	3	3	3	40	60	100
		17RIMU0619	Total Quality Management	3	3	3	40	60	100
17RIMU0620		Comprehensive Viva	4	-	-	100.	-	100	
	Compulsory Non Credit Course	17RIMU06F5	Extension / Field Visit	2	4	-	50	-	50
			Sub Total	20	18				
			Grand Total	139	149				

Major Electives I IV Semester (any one course of Theory & Practical)	17RIMU04E1	Bakery and Confectionery (Theory & Practical)
	17RIMU04E2	Vegetable Oil – Industry (Theory & Practical)
	17RIMU04E3	Preservation of Fruit and Vegetables (Theory & Practical)
	17RIMU04E4	Hand Made Paper Industry (Theory & Practical)
	17RIMU04E5	Soap Industry (Theory & Practical)
	17RIMU04E6	Brick Industry (Theory & Practical)

Major Electives II V Semester (any one course of Theory & Practical)	17RIMU05E7	Composting Technologies (Theory & Practical)
	17RIMU05E8	Soap and Detergents Industry (Theory & Practical)
	17RIMU05E9	Packaging Technology (Theory & Practical)
	17RIMU05E10	Food Science and Quality Control (Theory & Practical)
	17RIMU04E11	Processing of Cereals and Pulses (Theory & Practical)
	17RIMU04E12	Leather Goods Making (Theory & Practical)

Modular Course on SRS

17RIMU06M1	Corporate Social Responsibility
17RIMU06M2	Services Marketing
17RIMU06M3	Retail Management

Non-Major Elective* (any one course)	17RIMU03N1	Office Management
	17RIM U03N2	Personnel Management
	17RIM U03N3	Personality Development
	17RIM U03N4	Leadership & Team Management

Non Major Elective** (any one course)	17RIMU05N5	Green Productivity
	17RIMU05N6	Management of Micro Enterprises
	17RIMU05N7	Introduction to Rural Industries

Semester Minimum Credits – 20

Maximum Credits -25

The excess credit (141-135=6) can be offered in any other semester without encroaching into the three hours meant for Friday Prayer, Gurukula and Shramdhan.

Compulsory Non-Credit Courses are not included for the award of class and GPA.

Programme Minimum Credits- 135

Maximum Credits - 141

CURRICULUM DESIGN – (BBA RIM) UG PROGRAMME

SUMMARY

Language I

17TAMU0101	Tamil nkhopj;jpwd;
17HIDU0101	Hindi Language
17MALU 101	Malayalam Language
17FREU0101	French I

17TAMU0202	Tamil - தற்கால இலக்கியத்திறன்
17HIDU0202	Hindi Language
17MALU0202	Malayalam Language
17FREU0202	French II

Language II

17ENGU01X1	English
17ENGU02X2	English-II

Basic Language

17CHIU0001	Core Hindi -I
17CTAU0001	Core Tamil - I
17CHIU0002	Core Hindi -II
17CTAU0002	Core Tamil - II

Core Courses

17RIMU0101	Business Environment
17RIMU0102	Principles of Management
17RIMU0203	Managerial Economics
17RIMU0204	Management Administration
17RIMU0305	Principles of Accountitng
17RIMU0306	Business Law
17RIMU0307	Human Resource management
17RIMU0308	Bank Management
17RIMU0409	Elements of Research Methods and Statistics
17RIMU0410	Marketing Management
17RIMU0411	Entrepreneurship Development
17RIMU0412	Internship
17RIMU0513	Consumer Behaviour
17RIMU0514	Financial Management
17RIMU0515	Organisational Behavior
17RIMU0516	Mini Project Covering MSMEs
17RIMU0617	Project
17RIMU0618	Export Marketing
17RIMU0619	Total Quality Management
17RIMU0620	Comprehensive Viva

Compulsory Non Credit Courses

17RIMU01F1	Extension / Field Visit
17RIMU02F2	Extension / Field Visit
17RIMU04F3	Extension / Field Visit
17RIMU05F4	Extension / Field Visit
17RIMU06F5	Extension / Field Visit

Allied Courses

17RIMU01B1	Rural Industrial Organisation
17RIMU02B2	Business Communication
17RIMU03B3	Project Formulation
17RIMU04B4	Business Mathematics

Major Elective: Major Electives I

17RIMU04E1	Bakery and Confectionery (Theory & Practical)
17RIMU04E2	Vegetable Oil Industry (Theory & Practical)
17RIMU04E3	Preservation of Fruit and Vegetables (Theory & Practical)
17RIMU04E4	Hand Made Paper Industry (Theory & Practical)
17RIMU04E5	Soap Industry (Theory & Practical)
17RIMU04E6	Brick Industry (Theory & Practical)

Major Electives II

17RIMU05E7	Composting Technologies (Theory & Practical)
17RIMU05E8	Soap and Detergents Industry (Theory & Practical)
17RIMU05E9	Packaging Technology (Theory & Practical)
17RIMU05E10	Food Science and Quality Control (Theory & Practical)
17RIMU04E11	Processing of Cereals and Pulses (Theory & Practical)
17RIMU05E12	Leather Goods Making (Theory & Practical)

Non -Major Electives

17RIMU03N1	Office Management
17RIMU03N2	Personnel Management
17RIMU03N3	Personality Development
17RIMU03N4	Leadership and Team Management
17RIMU05N5	Green Productivity
17RIMU05N6	Management of Micro Enterprises
17RIMU05N7	Introduction to Rural Industries

Skill Based Elective

17RIMU05S1	Soft skill: Presentation Skill
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Computer Skills

17CSAU04C1	Computer Applications in Business (Theory & Practical)
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Foundation Course

17GTPU0001	Gandhi's Life , Thought and Work
174EXNU0001	Extension Education
17NSSU0001	National Service Scheme
17SHSU0001	Shanti Sena
17FATU0001	Fine Arts
17SPOU0001	Sports and Games
17YOGU0001	Yoga Education
17EVSU0001	Environmental Studies (Theory and Practical)

Modular Course on SRS

17RIM06M1	Corporate Social Responsibility
17RIMU06M2	Services Marketing
17RIMU06M3	Retail Management

VPP

17EXNU03V1	Village Placement Programme
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17TAMU0101: TAMIL nkhopj;jpwd;

(Credits: 3 Hours: 3 CFA: 40 ESE:60)

Nehf;fk;

jkpo;nkhopapd; njhd;ikiaAk; rpwg;igAk; khzth;fs; mwpar; nra;jy;.

rpwg;G Nehf;fk;

- jkpo;nkhopapd; mbg;gil ,yf;fzq;fis khzth;fSf;Ff; fw;gpj;J gpioapd;wpg; NgrTk; vOjTk; gapw;rpaspj;jy;.
- fiyr;nrhy;yhf;fj;jpd; Njit> nkhopngah;g;gpd; mtrpak; Fwpj;j mwpt khzth;fSf;Fj; jUtNjHL fiyr;nrhy;yhf;fj;jpYk; nkhopngah;g;gpYk; Jiwrhh;e;j <LghL nfhs;sr; nra;jy;.

ghlj;jpl;lk;

myF I : jkpo;nkhopapd; Njhw;wk; tsh;r;rp – jkpo;nkhop tuyhw;iw mwpa cJTk; rhd;Wfs; – Nkdhl;lhh; jkpo;g; gzpfs;.

myF II : ,yf;fz Ehy;fs; – ,yf;fzf; fiyr;nrhw;fs; – mwptKfk;.

myF III : gpioapd;wp vOJk; Kiw

myF IV : fiyr;nrhy;yhf;fk; : nghJf; fiyr;nrhw;fs; – Jiwrhh;e;j fiyr;nrhw;fs;.

myF V : nkhopngah;g;G : nghJ nkhopngah;g;G – Jiwrhh;e;j nkhopngah;g;G.

ghu;it E}y;fs;

1. G+tz;zd; – nkhopj;jpwd;
2. NrJkzp kzpad; – nkhopngau;g;gpay; Nfhl;ghLfSk; cj;jpfSk;
3. m.fp.gue;jhkdu; – ey;y jkpo;; vOj Ntz;Lkh?
4. fp.fUzhfud; (g.M) – mwptpay; cUthf;fj; jkpo;
5. nghd;. Nfhjz;lukd; – ,yf;fzf; fiyf; fsQ;rpak;
6. nkhop mwf;fl;lis – jkpo;eilf; ifNaL
7. fp.ehuhazd; – nkhopj;jpwd;
8. ,uhjh nry;yg;gd; – fiyr; nrhy;yhf;fk;

17HIDU0101: HINDI-I
(Credits: 3 Hours: 3 CFA:40 ESE:60)

(PROSE, SHORT STORIES AND GRAMMAR)

Objectives:

- To teach leading Hindi authors thought to students.

Learning Outcomes:

- Students are exposed to high level knowledge in Hindi.

Unit I : Varnabaadha - Gandhiji, Gadya Vividha, Ed. Janaki prasad Sharma, Gnyabharati Delhi. Mitrata, Shuklji, Gadya Sandesh, Lorven Publications, Narayanaguda, Hyderabad

Unit II .: Beimani Ki Parat - Harishankar Parsai, Gadya Sandesh, Lorven Publications, Narayanaguda, Hyderabad Bharat Ek Hai – Dinakar, Gadya Sandesh, Lorven Publications, Narayanaguda, Hyderabad

Unit III : Bhuk- Dr.B.S.Reddy Kathalok, Lorven Publications, Narayanaguda, Hyderabad Poos Ki Raat- Premchand, Gadya Sandesh, Lorven Publications, Narayanaguda, Hyderabad

Unit IV : Vusne Kaha Tha – Guleri Kathalok, Lorven Publications, Narayanaguda, Hyderabad Mai Har Gayi-Mannu Bhandari Kathalok, Lorven Publications, Narayanaguda, Hyderabad

Unit V : Sugam Hindi Vyakaran - Vamshidhar and Sastri, Siksha Bharati, Kashmiri Gate, New Delhi
Grammar: Noun, Pronoun, Adjective

Reference:

Sugam Hindi Vyc Vyakaran, Vambshidhan – Bharathi – Kasmir Gate , New Delhi.

17MALU0101: MALAYALAM LANGUAGE**(Credits: 3 Hours: 3 CFA:40 ESE:60)****Objective**

- To introduce the modern Malayalam Poetry.

Learning Outcomes

- To understand the origin and development of Modern Malayalam Poetry.
- To apprehend the difference between the Ancient and Modern Malayalam Poetry.
- To inculcate the aesthetics of Modern Malayalam poetry.
- To communicate ideas, culture and human values contained in the poems by critical analysis.
- To reveal the social issues contained in the poems.

Unit I Oru Thiyakuttiute Vicharam by Kumaranasan - Premasangeetham-by Ulloor**Unit II** Karmabhumiute Pinchukal-by Vallathol - Innu Gnan Nalay Nee- G.Sankara Kurup**Unit III** Vivahasammanam by Edassery Govindan Nair - Malathurakkal-By Vyloppally Sreedhara Menon**Unit IV** Jnanappana by Poonthanam - Sathrathil Oru Rathri- by P.Bhaskaran**Unit V** Uppu– by ONV Kurup Oru Tathaute Katha– by Thirunelloor Karunakaran**Text Book**

1. Malayala Kavitha, Published by Kerala University, Thiruvananthapuram, 2010.

Reference Books

1. Malayala Kavitha Sahitya Charithram, Dr. M. Leelavathi, Pub.Kerala Sahitya Academi, Thrisoor – 1980.
2. Aadhunika Sahityam, S. Gupthan Nair, SPCS, Kottayam – 1999

17FREU0101: FRENCH - I

(Credits: 3 Hours: 3 CFA:40 ESE:60)

Objective

- On completing this course, the students will have acquired the skills of understanding French words in day to day situations and acquired the ability to listen, read and write in basic French.

Learning Outcomes:

- Develop basis French communication abilities.

Unit I : Leçon 01: À l' Aeroport 'Kamaraj domestic' de Chennai

Unit II : Leçon 02: À l' université

Unit III : Leçon 03: Au café

Unit IV : Leçon 04: À la plage

Unit V : Leçon 05: Un concert

Text Book

Madanagobalane, K. **Synchronie-1**, Samhita Publications, Chennai.

17ENGU01X1: ENGLISH-I
(Credits: 3 Hours: 3 CFA:40 ESE:60)

Objectives

- To improve the English language skills of students with very limited abilities to use the language;
- To focus on the language skills of the learners in a graded manner.

Learning Outcomes

- Familiarise to speak in English Gramatically

Unit I : **Grammar:** What is Grammar? - The Capital Letter - Nouns & Pronouns

Unit II : **Listening:** Teacher Narrations

Unit III : **Speaking Skills:** Self-Introduction - Descriptions of persons, objects, places

Unit IV : **Reading & Vocabulary:** Graded reading comprehension passages

Unit V : **Writing Skills:** Sentence Construction - Descriptive Paragraph writing

Textbook

General English I Textbook/Course Material to be prepared by the Faculty

Reference Book

Seaton, Anne & Y.H. Mew. *Basic English Grammar Book 1*. Irvine: Saddleback, 2007. Print.

17CHIU0001: CORE HINDI -I**(Credits: 2 Hours: 2 CFA:20 ESE: 30)****Objectives:**

- To teach basic Hindi

Learning Outcomes

- Students get to knowledge of Hindi

Unit I : Alphabets and words building**Unit II :** Imperatives**Unit III :** Simple present tense and present continuous tense**Unit IV:** Adjectives, Numbers 1 to 50**Unit V :** Case endings**Reference Books**

- 1 .Aadarsa Hindi Bodhini, D,B,H.P. Subha, Chennai
2. Anuvad Abhyas Part – I, D,B,H.P. Subha, Chennai

17CTAU0001: CORE TAMIL -I**(Credits: 2 Hours: 2 CFA:20 ESE: 30)****Objective**

- To introduce the elementary aspects of Tamil language to non-Tamil speakers

Learning Outcomes

- To teach the four skills of reading, writing, speaking and listening.
- To help the students from other linguistic backgrounds understand the basics of Tamil language.

Unit I : Tamil Alphabet**Unit II :** Nouns**Unit III:** Pronouns**Unit IV :** Verbs**Unit V :** Simple sentences**Reference**

Rajaram. S – *An Intensive Course in Tamil*

17GTPU0001: GANDHI'S LIFE, THOUGHT AND WORK**(Credits: 2 Hours: 2 CFA:20 ESE: 30)****Objectives**

- To enable Students to understand and appreciate the principles and practices of Gandhi and their relevance in the contemporary times.
- To develop character and attitude to follow Gandhian values and responsibilities in their personal and social life.

Learning Outcomes

- This will make the students:
- To understand the relevant Gandhian philosophies
- To apply the Gandhian concepts in the relevant context
- To envision the Gandhian socio-economic, political and cultural ideas
- To get educated on Gandhian lines in a multi-dimensional way
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Unit I: Life of Gandhi in Brief : Early life in India – London Phase – South African Adventure - Struggle for total freedom in India – Martyrdom

Unit II: Gandhian Philosophy: Concepts of Gandhi's Philosophy, Truth and Nonviolence, Ends and Means, Right and Duties, Simply Living and High Thinking

Unit III: Gandhi's Concepts and Their Applications: Sarvodaya, Satyagraha, Santhi Sena Constructive Work

Unit IV: Gandhian Vision of Society: Self and society-Communal harmony, removal of untouchability and Equality of sexes – Policies: Decentralization of power, Gram Swaraj (Panchayatui Raj) and good governance- Economics Swadeshi, Trusteeship, Bread Labour and Self-employment.

Unit V: Gandhi Dimension of Education: Basic Education, Adult Education, Pluralism-Multilingualism, Religions and interfaith relations- Health; Diet, Nature Cure, Education on Health, Sanitation and Hygiene.

References

1. Gandhi.M.K (1983), **An Autography of the Story of My Experiments with Truth**, Navajivan Publishing House, Ahmedabad.
2. Gandhi.M.K (1951), **Satyagraha in South Africa**, Navajivan Publishing House, Ahmedabad.
3. Gandhi.M.K (1983), **Constructive Programme: Its Meaning and Place**, Navajivan Publishing House, Ahmedabad.
4. Gandhi.M.K (1948), **Key to Health**, Navajivan Publishing House, Ahmedabad.
5. Gandhi.M.K (1949), **Diet and Diet Reforms**, Navajivan Publishing House, Ahmedabad.
6. Gandhi.M.K, **Basic Education**, Navajivan Publishing House, Ahmedabad.
7. Gandhi.M.K (2004), **Village Industries**, Navajivan Publishing House, Ahmedabad.
8. Gandhi.M.K (1962), **Hindi Swaraj**, Navajivan Publishing House, Ahmedabad.
9. Gandhi.M.K (2004), **Trusteeship Dreams**, Navajivan Publishing House, Ahmedabad.
10. Gandhi.M.K (2001), **India of my Dreams**, Navajivan Publishing House, Ahmedabad.
11. Gandhi.M.K, **Self Restraint Vs. Self Indulgence**, Navajivan Publishing House, Ahmedabad.
12. Arunachalam (1985), Gandhi **The Peace Maker**, Gandhi Samarak Nidhi, Madurai
13. Prabhu . R.R. & UR Rao, **The Mind of Mahatma Gandhi**, Navajivan Publishing House, Ahmedabad.

17EXNU0001: EXTENSION EDUCATION**(Credits 2 Hours: 2 CFA:20; ESE:30)****Objectives**

- Understand the fundamentals of Extension Education.
- Get familiarized with various extension teaching methods and techniques and
- Acquire knowledge and skill for designing, executing and evaluating an extension programme.

Learning Outcomes

- To overview the students on the fundamentals of extension education and the various methods and with focus on the techniques.

Unit I : Fundamentals of Extension Education

Meaning, definition and characteristics of extension education - Types, contents, components of extension education - Scope and importance of extension education - History of extension education

Unit II: Principles of Extension Education

Philosophy of extension education - Principles of extension education - Objectives of extension education

Unit III: Extension methods and Audio Visual (AV) Aids

Classification of extension methods and Audio Visual (AV) aids - Criteria for the selection of extension teaching methods

Unit IV: Extension Programme Planning

Steps in formulating extension programme - Selection of field and beneficiaries - Motivation and rapport building.

Unit V: Process of Implementation and Evaluation

Implementation planning - Creating teaching and learning situation - Steps in implementing the programme - Evaluating the impact of the programme - Skills and traits required for extension personnel

References

1. Reddy, Adivi. A., (1995), **Extension Education**, Sree Lakshmi Press, Bapatala
2. Dahama. O.P., Bhatnagar O.P., (1995), **Education and Communication for Development**, Oxford & IBH Co, New Delhi
3. Easwaran A., (2007), ABC of Extension Education, GRI, Gandhigram
4. Supe. S.V., (1985), **An Introduction to Extension Education**, Oxford & IBH Publishing Co, New Delhi,
5. Willson M.C. and Gallup. G., (1955), **Extension Teaching methods**, US Department of Agriculture, Washington.
6. Hass Kenneth. B., and Packer Harry. Q., (1955), **Preparation and use of Audio Visual Aids**, Prentice Hall, Inc.
7. Journals: **Journals of Extension system**
8. **Indian Journal of Extension Education.**

Websites

1. www.india.com/in author. "Advi + Reddy
2. <http://www.extension.missouri.edu/staff/programdev/plm>
3. http://www.krishiworld.com/htm/agri_extension_edu1.html
4. <http://www.uasd.edu/extension.htm>
5. <http://www.communicationskills.co.in/importance-of-communication-skills.htm>

Journals

1. Journals: **Journals of Extension system**
2. **Indian Journal of Extension Education.**

Course Code & Title	17RIMU01B1:RURAL INDUSTRIAL ORGANIZATION (Credits: 3 Hours: 3 CFA: 40; ESE: 60)		
Class Cognitive Level	BBA	Semester	FIRST
	K-1: The students will get knowledge on different form of business organization		
	K-2: The students will acquire knowledge on company organization and its functions		
	K-3: The students will know the procedure for establishing Business and Non-Business organization		
	K-4: The student will know procedure for starting Non-Government Organization like self help group and trust		
Course Objectives	The Course aims		
	<ul style="list-style-type: none"> • To teach the students about different forms of Business Enterprises • To provide knowledge on company organization its functions – forms of public enterprises and their functions. • To impart skill on co-operative principles and industrial cooperative functions • To give the knowledge on establishing procedure of Non-Government Organization like trust and society 		

UNIT	Content	No. of Hours
I	Proprietorship and Partnership Organization: Proprietorship - Features- Advantages – Disadvantages – Suitability - Partnership Organization - Features of partnership – Kinds of partners – Limited partnership – Partnership agreement (Partnership deed) – Registration of partnership - Partnership and Co-ownership – Partnership and Joint venture – Suitability of Partnership	10
II	Company Organization and Public Enterprises: Company Organization - Emergence of company organization – Definition of company –Distinguishing features - Public Enterprises - Rationale of public enterprises – Objectives – Forms of state enterprises – Government company – Public corporation – Public Accountability - Autonomy vs Parliamentary control – Public corporation and Business Company – Problems of state enterprises - Joint sector – Joint venture – Forms of Joint venture.	12
III	Co-operative Organization: Features of cooperative organization – Formation and Procedure for Registration - Management of co-operative organization – Cooperative versus companies – Advantages of co-operative enterprises – Industrial co-operatives – Importance – Types – problems.	14
IV	Society Registration and Self Help Groups: Tamil Nadu Societies Registration Act 1975 –Constitution and Registration –Inspection,	12

	Enquiry, Cancellation – Winding up and Appeal. Self Help Group – Principles of SHGs – Methods of formation of SHGs – Functions of SHGs – Various agencies promoting SHGs.	
V	Trusts: The Indian Trusts Act 1882 – Creation of Trusts – Duties and liabilities of Trustees Rights and Powers of Trustees –Rights and liabilities of the beneficiary – vacating the office of Trustee – Extinction of Trusts – Obligations in the Nature of Trusts.	12
References	Text Books:	
	Raja Alias Pranmalai K (2011), Management of Business and Non Business Organisation , Uma Publications, Palani	
	Anon (1975), Tamil Nadu Societies Registration Act 1975.	
	Reference Books:	
	Mathur.Dr. Co-operation in India (2016) Himalaya publication-New Delhi.	
	Sherlaker, Business Organization and Management 2016 Himalaya publication New Delhi.	
	Sukla.S.C, Business Organization and Management	
Course Outcomes	On completion of the course, students should be able to do	
	CO1:Students would able to understand and distinguish Industrial organization and its functions	
	CO2: Student know the different forms business organizations and their managerial functions	
	CO3: Students will understands the application of cooperative principles in Industrial area	
	CO4:Students will get knowledge on society registration procedure and rules	
	CO5:: Student will get knowledge on produce for establishing trust and its management	

CO/PO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1												
CO2												
CO3												
CO4												
CO5												

- Strongly Correlating(S) - 3 marks
- Moderately Correlating (M) - 2 marks
- Weakly Correlating (W) - 1 mark
- No Correlation (N) - 0 mark

17RIMU0101: BUSINESS ENVIRONMENT

(Credits 3 Hours: 3 CFA:40 ESE:60)

Course Code & Title	17RIMU0101: BUSINESS ENVIRONMENT		
Class Cognitive Level	BBA	Semester	FIRST
	K-1: The learning would help them to cope up with a new business environment		
	K-2:		
	K-3:		
Course Objectives	The Course aims		
	<ul style="list-style-type: none"> • To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business • Become knowledgeable in the subject of Business Environment and apply the principles of the same to the needs of the Employer / Institution /Enterprise/ Society. • Gain Analytical skills in the field/area of Business Function • Understand and appreciate professional ethics, community living and Nation Building initiatives • To cope up with new Business Environment • To make them to understand how business function with society, with Government and with economic systems. 		

UNIT	Content	No. of Hours
I	Business Environment – Meaning – Various environments affecting business economic, socio-cultural, and political and government, competitive, demographic, Physical and geographical, technological and global Environment – environmental scanning.	10
II	Business and society – interface between and culture – social responsibilities of business- Meaning and types – arguments for and against social responsibilities of business – barriers to social responsibilities – social audit – business ethics – consumerism and business.	12
III	Business and government – state regulations on business – new industrial policy – industrial licensing policy – monetary and fiscal policies – Demonstration and Digitalization policy.	14
IV	New Economic policy – Economic Reforms in India - Privatization – Meaning – way of Privatization – conditions for success of Privatization – benefits and pitfalls of Privatization - arguments against Privatization – Labialization – merits and Demerits - Globalization – Growth and Challenges in India.	12

V	Business and economic system – socialism. Capitalism and mixed economy – its impacts on business – public sector –its objectives, growth, achievements and failures - private sector, joint sector and co- operative sector.	12
References	Text Books:	
	Francis Cherunila(2002), Essentials of Business Environment , Himalaya publishing House, Mumbai	
	Adikary .M.(2001) Economic Environment of Business , Sultan chand & Sons,New Delhi	
	Reference Books:	
	Aswathappa.K (2001), Essentials of Business Environment , Himalaya publishing House, Mumbai	
Course Outcomes	On completion of the course, students should be able to do	
	CO1: The learning would help them to cope up with a new business environment	
	CO2: Apply the knowledge of Business Environment in the domain of Business Administration	
	CO3: Solve the problems in the field of Business with an understanding of the societal, legal and cultural impacts of the solution (Example: Economics- Goods & Services Tax (GST)-Fiscal & Monetary Policy nexus)	
	CO4: Helps the students to refrain from bad environment	
	CO5: Bring interface between business and society, business and government, business and government policy and business and economic system.	

CO/PO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1												
CO2												
CO3												
CO4												
CO5												

- Strongly Correlating(S) - 3 marks
- Moderately Correlating (M) - 2 marks
- Weakly Correlating (W) - 1 mark
- No Correlation (N) - 0 mark

Course Code & Title	PRINCIPLES OF MANAGEMENT		
Class Cognitive Level	BBA	Semester	FIRST
	K-1: To make students to aware of the concepts of management function and themes		
	K-2: To make students to apply the concepts for appropriate discursion making		
	K-3: To impart ability to create their own pattern of thinking and solving business problems.		
Course Objectives	The Course aims		
	<ul style="list-style-type: none"> • Create an understanding of principles of management proposed by various ackors • Important skills in decision making planning, organizing and coordination and controlling function 		

UNIT	Content	No. of Hours
I	Management Concept and definitions – Management and Administration, Evolution of Management thought – Basic Principle and Process of Management – Importance and Limitations	10
II	Decision making and Planning Decision making: Meaning and importance, approaches to decision making, steps in decision making –Planning: Meaning and importance – types of planning – methods of planning – steps in planning – essentials of good planning – obstacles in planning	
III	Organizing Forms of organization: formal and informal organization – principles of organisation- departmentalization – Staffing: nature and purpose of staffing, importance - components – Direction function: leadership styles and functions – Types of leader-Qualities of leader	
IV	Coordination Need and importance – Types of coordination and interdependence / coordination: pooled, reciprocal, sequential – Principles of coordination – approaches to achieving effective coordination – problems of coordination	
V	Controlling Control: meaning, definition and importance – Span of control – types of control – Steps in controlling – Planning Vs Control – Integrated control system and its relevance – Management audit	
References	Text Books:	
	Earnest Dale, Management Theory and Practice , McGraw Hill Publications,	

	Tokyo
	George R. Terry and Stephen G. Franklin (2005), Principles of Management , AITBS, Publishers and Distributors, New Delhi
	Reference Books:
	Kapur.S.K (2004), Principles and Practice of Management , S.K.Publishers, New Delhi,2004
	Lewis,A. Allen, Management and Organization , McGraw Hill Publications, Tokyo.
	Prasad, Principles and Practice of Management , S.Chand & Co., New Delhi.
Course Outcomes	On completion of the course, students should be able to do
	CO1: Understand the basic principles of management theory and fundamental areas of management
	CO2: The student will gain knowledge about decisions taken by managers in an organisation
	CO3: How to group activities and allocate resources in the organisation
	CO4: The students will apply how co-ordination and control is brought among different activities and departments to reach the goals/ objectives of the business
	CO5: The students know how to measure the performance of the organisation

CO/PO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1												
CO2												
CO3												
CO4												
CO5												

- Strongly Correlating(S) - 3 marks
- Moderately Correlating (M) - 2 marks
- Weakly Correlating (W) - 1 mark
- No Correlation (N) - 0 mark

BBA PROGRAMME

Course Code & Title	17RIMU01F1-Extension/Field Visit		
Class Cognitive Level	BBA	Semester	FIRST
	K-1: Recognising the third dimension of our objective – Village extension		
	K-2: Provide platform to categories the village level problems and prospects		
	K-3: Empowering the students to suggest various socio-economic activities rural your.		
Course Objectives	The Course aims		
	<ul style="list-style-type: none"> • To train the students to get exposure on rural, small scale industries in and around the district • The students will make visits to at least 10 field trips/industries • They will be trained to acquire skills on making survey, collecting data, practical hands on training in production, marketing of rural industrial products. • The students will be given inputs such as difficulties faced in emerging enterprises and to run a successful enterprises etc., 		

UNIT	Content	No. of Hours
	<p>Syllabus</p> <p>Students will be facilitated to visit the adopted Villages / industries for undertaking extension work as a part of curriculum as per the schedule decided by the department.</p> <p>The faculty in-charge of this course will be responsible for making the students to prepare a report with photographs / short videos in addition to field reports wherever necessary.</p> <p>Evaluation</p> <p>The course evaluation is fully internal. It will comprise of PPT presentation after submission of the extension visit reports which will be followed by viva-voce examination. The faculty in-charge shall submit the marks to the HoD after conducting the PPT presentation and viva-voce.</p>	
References	Text Books:	
	Reference Books:	

Course Outcomes	On completion of the course, students should be able to do
	CO1: The students are expected to become a personnel with supervisory skills and managerial talents
	CO2: They are well known/ well trained to make visit schedules, various industrial procurements. Production processe marketing practices, marketing channels, costing, pricing strategies of consumer goods in the units visited.
	CO3:They will be capable in documentation of visits and its records, visuals, PPT etc.,
	CO4: Get adequate motivation to become entrepreneus
	CO5:Apply the theoretical learnt towards practical aspects of limits

CO/PO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1												
CO2												
CO3												
CO4												
CO5												

- Strongly Correlating(S) - 3 marks
- Moderately Correlating (M) - 2 marks
- Weakly Correlating (W) - 1 mark
- No Correlation (N) - 0 mark

17TAMU0202: TAMIL – தற்கால இலக்கிய திறன்
(Credits: 3 Hours: 3 CFA: 40; ESE:60)

நோக்கம்

தமிழ்மொழியின் தற்கால இலக்கிய வடிவங்களான கவிதை, நாவல், நாடகம், சிறுகதை ஆகியவற்றை மாணவர்களுக்கு அறிமுகம் செய்தல்.

சிறப்பு நோக்கங்கள்

- நவீன இலக்கியங்களில் வெளிப்படும் படைப்பாளரின் சமூகப் பார்வையை மாணவர்கள் அறியச் செய்தல்.
- இலக்கியங்கள் வழி சமகால சமூகப் பிரச்சனைகளையும் அதற்கான தீர்வுகளையும் மாணவர்கள் அறிந்து கொள்ளச் செய்தல்.

அலகு I : கவிதை, சிறுகதை, புதினம், நாடக இலக்கிய வரலாறு குறித்த அறிமுகம்.

அலகு II : கவிதைகள் மரபுக் கவிதை

1. பாரதியார் – நிற்பதுவே
2. பாரதிதாசன் – நிலா
3. கவிமணி – கோயில் வழிபாடு,
4. நாமக்கல்லார் – இணையிலா காந்தி
5. சுரதா – தமிழில் பெயரிடுங்கள்

புதுக்கவிதை

1. ந.பிச்சமுர்த்தி – புல்லின் வாசனை
2. சிற்பி – பாதுகை தந்த பாடம்
3. அப்துல்ரகுமான் – சலவைத்துறை
4. கல்யாண்ஜி – வாழ்க்கை

பெண் கவிஞர்கள்

1. சல்மா – இளவரசியின் தவளை ஆடை
2. சங்கரி – இன்று நான் பெரியபெண்
3. உமாமகேஸ்வரி – சுயம்
4. பாலபாரதி – தலைமுறை

ஹைக்கூக் கவிதை

தமிழன்பன் கவிதைகள் – 5

அலகு III : புதினம்

டி.செல்வராஜ் – பொய்க்கால் குதிரை

அலகு IV : சிறுகதை வ.வே.சு ஐயர் – குளத்தங்கரை அரசமரம்

1. புதுமைபித்தன் – கடவுளும் கந்தசாமிப்பிள்ளையும்
2. தி. ஜானகிராமன் – சிவப்பு ரிக்ஷா
3. சு. சமுத்திரம் – ஏவாத கணைகள்
4. அம்பை – காட்டிலே ஒருமான்

அலகு V : நாடகம் கோமல் சுவாமிநாதன் – தண்ணீர் தண்ணீர்

References

17HIDU0202: HINDI - II
(Credits: 3 Hours: 3 CFA: 40; ESE:60)

Objective

- To introduced Poetry, One Act Play and Grammar in Hindi literature to students

Learning Outcomes

- Students are familiarized with Devotional literature and Values poems of Kabir, Tulasidas and Tahim
-

- Unit I : Kabir Das - Dohe (1 – 10) Kavyadeep; Thulasi Das - Dohe (1 – 10); Rahim-Dohe (1 – 10)
- Unit II : Matru Bhoomi - M.S. Gupt Kavyadeep; Bharat Maata - Pant
- Unit III : Yah Deep Akela - Agney Kavyadeep; Madhushala - H.R.Bachan
- Unit IV : Reed Ki Haddi –Jagadeeshchandra, Mathur, Shreshta Ekanki, Ed. Vijaypal Singh; Prithviraj Ki Aankhen -Ram Kumar Varma, Gadya Sandesh
- Unit V : Sugam Hindi Vyakaran-Vamshidhar and Sastri, Siksha Bharati
Grammar: Verb, Gender, Number

Text Books

1. Kavyadeep - Lorven Publications, Narayanaguda, Hyderabad
2. Shreshta Ekanki - Ed. Vijaypal Singh - National Publicizing House, Delhi
3. Gadya Sandesh - Lorven Publications, Narayanaguda, Hyderabad
4. Sugam Hindi Vyakaran - Vamshidhar and Sastri - Siksha Bharati - Kashmiri Gate, New Delhi

Reference Books

1. Adhunik Hindi Kavita – Vishvanathprasad Tiwari – Raj Kamal Prakashan, New Delhi
2. Samakaleen Hindi Natak Aur Rang Manch – Narendra Mohan – Vani Prakashan, New Delhi
3. Hindi Natak Aaj – Kal – Jayadev Taneja – Takshashila Prakashan, New Delhi

17MALU0202: MALAYALAM
(Credits: 3 Hours: 3 CFA: 40; ESE:60)

Objective

- To introduce Renaissance, Modern and post-Modern Malayalam Short stories & Novel.

Learning Outcomes

- To understand style, structure, approach and content of Renaissance, Modern and Post-Modern stories in Malayalam Literature
- To grasp the ideas, culture, human values narrated in the stories
- To familiarize the technique of story writing
- To perceive the writing method of Biographical Novels

Unit I : Deerghayathra-By Thakazhi Sivasankara Pillai, Ninte Ormmakke-By M.T.Vasudevan Nair

Unit II : Kathunna Oru Rathachakram-By T.Padmanabhan, Katte Paragna Katha- By O.V.Vijayan

Unit III : Delhi 1981 – By M. Mukunthan, Santhanuvinte Pakshikal – By Zachariah

Unit IV : Randu Pusthakangal- By Asokna Charuvil, Ullitheiyalum Onpathinte Gunanapattikayum- By Priya A. S

Unit V : Balyakalajahi – By Vaikom Muhammed Basheer

Text Books

1. Gadya Sahityam, Publication Kerala University, Thiruvananthapuram-2010
2. Balyakalajahi, Vaikom Muhammed Basheer, Publication DC Books, Kottayam - 1985

Reference Books

1. Cherukatha, Ennalay, Ennu, M. Achutan, SPCS, Kottayam, 1985
2. Kairaliute Katha, N. Krishna Pillai, SPCS, Kottayam, 1980
3. Malayala Novel Sahitya Charitram, Prof. K.M. Tarakan, Kerala Sahitya Academi, Thrissor, 1978

17FREU0202: FRENCH - II
(Credits: 3 Hours: 3 CFA: 40; ESE:60)

Objective

- On completing this course, the students will have acquired the skills of communicating in French in simple situations and acquired the ability to understand and write in French.

Learning Outcomes

- Students can able to converse in French

Unit I	:	Leçon 06:	Chez Nalli
Unit II	:	Leçon 07:	Nouvelles de l' Inde
Unit III	:	Leçon 08:	À la gare central station
Unit IV	:	Leçon 09:	Un lit dans la cuisine
Unit V	:	Leçon 10:	Pierre apprend à conduire

Text Book

Madanagobalane, K. **Synchronie-1**, Samhita Publications, Chennai.

17ENGUO2X2: ENGLISH -II
(Credits: 3 Hours: 3 CFA: 40; ESE:60)

Objective

- To build on the English language skills of students initiated in the previous semester; and to focus on the language skills of the learners in a graded manner.

Learning Outcomes

Unit I : **Grammar:** Adjectives, Determiners, Verbs & Tenses, Subject-Verb Agreement

Unit II : **Listening:** Teacher/Peer Readings, Story Narrations

Unit III : **Speaking Skills:** Basic conversation, Narration of events

Unit IV : **Reading & Vocabulary:** Graded reading comprehension passages

Unit V : **Writing Skills:** Narrative paragraphs, Note Making

Textbook

General English II Textbook/Course Material to be prepared by the Faculty

Reference Book

Seaton, Anne & Y.H. Mew. *Basic English Grammar Book 1*. Irvine: Saddleback, 2007. Print.

17CHIU0002: CORE HINDI - II
(Credits: 2 Hours: 2 CFA: 20; ESE:30)

Objective

- To introduce Hindi grammar to students

Learning Outcomes

- Familiarise to speak in Hindi Gramatically

Unit I : Future Tense

Unit II : Gender and number

Unit III : Past Tense – Transitive Verb

Unit IV : Past Tense – Intransitive Verb

Unit V : Communicative Hindi

Conversations: Market, Railway Station, Hotel

References

1. Aadarsa Hindi Bodhini, D,B,H.P. Subha, Chennai
2. Anuvad Abhyas Part - I , D,B,H.P. Subha, Chennai

17CTAU0002: CORE TAMIL - II
(Credits : 2 Hours: 2 CFA: 20; ESE:30)

Objective

- To introduce the elementary aspects of Tamil language to non-Tamil speakers.

Learning Outcomes

- To teach the four skills of reading, writing, speaking and listening.
- To help the students from other linguistic backgrounds understand the basics of Tamil language.

Unit I : Cases

Unit II : Present Tense

Unit III : Past Tense

Unit IV : Future Tense

Unit V : Translation

Reference

S. Rajaram – *An Intensive Course in Tamil*

17NSSU0001: NATIONAL SERVICE SCHEME**(Credit:1 Hour:1 CFA:50;)****Objective**

- To motivate the students to involve in National Services

Learning Outcomes

- Student able to know to how the history, philosophy, principles of NSS and working with people, role and responsibility of volunteers.

Unit I : NSS – History, philosophy, principles and objectives

Unit II : Working with people – Methods and Techniques

Unit III : NSS – Regular Programme: Objectives, activities – role and responsibilities of volunteers

Unit IV : NSS Special Camping Programme : Objectives, activities – role and responsibilities of volunteers

Unit V : Evaluation of the NSS activities – Tools and Techniques

References

1. National Service Scheme Manual 1997, by the Department of Youth Affairs and sports, Ministry of Human Resource Development, Government of India.
2. Supe S.V., 1995, **Extension Education**, Sterling Publications, Madras
3. Advi Reddy, 1996, **Extension Education** Baktal Publications, Hyderabad
4. Narayanasamy N., M.PBoraian and R. Ramesh (1997), **Participatory Rural Appraisal**, GRU, Gandhigram.

17SHSU0001: SHANTISENA**(Credit:1 Hour: 1 CFA:50)****Objective**

- To introduce the Concept of Shanti Sena (Peace Brigades) to the students
- To give exposure and training to students in the skills needed for Shanti Sena.

Learning Outcomes

- This will enable the students to comprehend the concept of Shanti Sena and alternative defence in their social life.
- This will shape them to be peace makers in the context of growing violent conflicts

Unit I : Shanti Sena: Meaning and conceptual frame work – historical development.

Unit II: Shanti Sena in India and abroad: Contributions of Mahatma Gandhiji, Khan Abdul Ghaffar Khan, Vinoba Bhave and Jeyaprakash Narayan.

Unit III :Organisation and functions of Shanti Sena: Shanti Kendras, All India Shanti Sena Mandal; Peaceful resolution of conflicts, Peace Making, Alternative to Defense and Violence.

Unit IV :Experiments in Modern times: World Peace Brigade, Peace Brigade International, U.N. Peace Keeping Force, Truth and Reconciliation Commission and Experiments of Gandhigram Rural Institute.

Unit V: Skills and Training for Shanti Sena: Skills of First Aid and Skills for disaster management, Peace Making Skills (Conflict Resolution and Counseling) and Transforming oneself into a Shanti Sainik.

References

1. Vinoba Bhave (1961), **Shanti Sena**, Akhil Bharat Sarva Seva Sangh Prakashan, Varanasi.
2. K.Arunachalam (1985), **Gandhi - The Peace Maker**, Gandhi Smarak Nidhi, Madurai.
3. Suresh Ram, **Vinoba and his Mission**, Sarva Seva Sangh Prakashan, Varanasi.
4. Narayana Desai, (1972), **Towards Non-Violent Revolution**, Sarva Seva Sangh Prakashan, Varanasi.
5. Naraya Desai, (1963), **A Hand Book for Shanti Sainiks**, Sarva Seva Sangh Prakashan, Varanasi.
6. Naraya Desai, (1962), **Shanti Sena in India**, Sarva Seva Sangh Prakashan, Varanasi.
7. N.Radhakrishnan, (1989), **Gandhi and Youth: The Shanti Sena of GRI**, Gandhigram Rural Institute, Gandhigram.
8. N.Radhakrishnan, (1997), **Gandhian Nonviolence: A Trainer's Manual**, Gandhi Smiriti and Darshan Samiti, New Delhi.

17FATU0001: FINE ARTS
(Credit: 1 Hour: 1 CFA:50)

Objective

- This is a course that is evolving with the intervention of students. The whole emphasis here will be to introduce students to Indian art, and allow them to critically evaluate, the theories and interpretations of art and architecture that have largely stemmed from cultural perspectives.

Learning Outcomes

- A general survey course to introduce the students to Indian Art
- understand the basics of Art History, Aesthetics and Art Appreciation
- theoretical, social and cultural dimensions of the production of art and architecture

Unit I : Art History and Aesthetics: What is art and what is art History? What constitutes art and how do we define it? The Classical Concept of art. Theory of Art as Expression. Aesthetic theories of Art.

Unit II: Indian Art: Do art and architecture perform functions and have a role to play in society? The role and importance of the museum as a site for cataloguing and preserving art, and projecting certain defined notions that have a bearing on the study of art and architecture will also be focused upon.

Unit III :Indian Architecture: Prescriptive texts and the making of early Indian art and architecture. Was the ‘science’ of art and architecture developed as a concomitant of the artistic and architectural developments in early India?

Unit IV: Types of Architecture: Domestic (dwellings), public institutional (step-wells, rest-houses, hospitals) and religious institutional (temples, *stūpas/ caityavihāra, maṭhas*) will be focused upon. The focus will be on the material sources at particular monument sites such as Sanchi, Amaravati, Ajanta, Ellora, Khajuraho, Tanjavur, Mahabalipuram, Sravana Belagola, Bhubaneshwar and Mount Abu. (There may be other sites added or dropped from this list depending on the newer literature available.)

Unit V : Trends and Developments: How do we understand the different structures that emerge over a long period of time within a monument or when a monument no longer has a living significance for the people in its vicinity? Are symbols remnants of the primitive mentality or do they also evolve over time? How do we understand ornamentation? Finally, is there an Indian art and architecture?

References

1. Anand, Mulk Raj, *The Hindu View of Art*, Asia Publishing House, Bombay, 1957.
2. Banerjea, J.N., *The Development of Hindu Iconography*, University of Calcutta, Calcutta, 1956.
3. Blake, Stephen P. (1991) *Shahjahanabad: The Sovereign City in Mughal India, 1639-1739*. Cambridge and New York: CUP.

17SPOU0001: SPORTS AND GAMES**(Credit :1 Hour:1 CFA:50 ESE:-)****Objective:**

- To know about the role of sports and games in education and developing sustainable physical and intellectual development.

Learning Outcomes

- To acquire basic knowledge of physical education
- To know the rules and regulations of sports and games
- To acquire knowledge about recreation
- To spread the message of positive health as taught in Yoga to people in a systematic and scientific manner
- To provide a proper perspective and insight into various aspects of Yoga education to the trainees.

Unit I : Concept and meaning of physical education – definition of physical education – aims and objectives of physical education – scope of physical education

Unit II: Origin of games (Basketball, Badminton, Cricket, Football, Hockey, Kabaddi, Kho-Kho, Tennis, Volleyball) – Basic skills of any one of the major events – Track and field events – intramural and extramural tournaments – recreational activities

Unit III : Common athletic injuries and their treatment – personal hygiene – safety education with special reference to playfield – modern trends in physical education – counselling against doping, drug addiction, smoking, alcoholism – nutrition and sports diet

Unit IV : Meaning of Yoga – Definition of Yoga – Aims and Objectives of Yoga – Scope of Yoga – Need and Importance of Yoga in the modern era

Unit V: The Wheel of Yoga – Eight limbs of Yoga – Gandhiji's contribution of Yoga – Meaning and Objectives of Meditation – various types of meditation – differences between Yoga and Physical Exercises – Therapeutic aspects of Yoga and its Applications.

Preparation of physical education and yoga record / album in the area of specialisation of one of the major game and two track and field events is a must for each student.

References

1. Track and Field by C.Thirunarayanan and S.harihara Sharma,
2. Track and Field by Mariyyah
3. Essential of Exercise Physiology by Larry.G.Shaver
4. Organisation of Physical Education by J.P.Thomas
5. Methods in Physical Education by S.Harihara Sharma
6. Principles of Physical Education by R.C.Sathiyanesan
7. The complete book of First Aid by John Handerson
8. The official rules book of Basketball, Football, Hockey, Volleyball, Kabaddi Federation of India
9. Yogic Therapy – Swami Kuvalyananada and Dr.S.L.Vinekar, Govt. of India, Ministry of Health, New Delhi

17YOGU0001: YOGA EDUCATION**(Credit:1 Hour:1 CFA:50)**

Objective: To gain knowledge about the ancient practices of leading a peaceful life through traditional way of living

Outcomes: To practice yoga in the day to day life and to teach its importance to the world.

Unit I : History of Yoga: Definition of the term Yoga - Comprehensive Nature and Scope - Yoga-Aims and Objectives of Yoga - Various schools of Yoga.

Unit II: Patanjaliyoga: Astangayoga – Tantrayoga – Mantrayoga – Hathayoga - Layayoga, Rajayoga – Ganayoga – Bhaktiyoga - Karmayoga.

Unit III :Yoga as an ideal system of physical culture: Do's and Don'ts of specific Yogic Techniques - Difference between practice of Asanas and Physical Exercise - Modern Vs. Yogic concept on diet.

Unit IV :Preparing Oneself for Yogic Practices: Different kinds of Yogic practices– Suryanamaskar - Asanas (Padmasana – Vajrasana – Gomukhasana- Sarvangasana – Halasana – Shalabhasana – Dhanurasana - Paschimottanasana – Yogamudra – Utkatasana – Savasana - Makarasana).

Unit V : Pranayamas: (Anuloma-Viloma Pranayama, Nadisuddi) – Bandhas (Jalandharabandha - Uddiyanabandha - Mulabandha) - Suddhikriyas (Kapalabhati) – Mudras - Dhyana - Meditation - Gandhian way of Meditation.

References

1. Asanas, Swami Kuvalayananda, Kaivalyadhama, Lonavla, 1993.
2. Light on Yoga, B.K.S Iyengar Harpine Collins Publication, New Delhi, 2000.
3. Sound Health Through Yoga, K.Chandrasekaran, Prem Kalyan Publications, Sedapatti, 1999.
4. Yoga For All, Maharishi Patanjali, Sahni Publications, 2003.
5. Yoga For Health, Institute of Naturopathy & Yogic Sciences, Bangalore, 2003.
6. Yoga for Health, K.Chandara Shekar, Khel Sahitya Kendra, Theni, 2003.
7. Yoga For the Morden Man, M.P.Pandit, Sterling Publishers Private Limited, New Delhi, 1987.
8. Yoga For You, Indira Devi, Jaico Publishing House, Chennai, 2002
9. Pranayama – Swami Kuvalyananda Kaivalyadhama, Lonavla
10. Suriyanamaskar by Dr.P.Mariayyah, Jaya Publishing House, Perunthurai, Erode
11. Sound Health through Yoga by K.Chandrasekaran, Prem Kalyan Publication, Sedapatti, 1999

17EVSU0001: ENVIRONMENTAL STUDIES**(THEORY & PRACTICAL)****(Credits: 3+1=4 Hours: 3 +2=5 CFA: 40 ESE: 60)****Objective**

- To teach the need and importance of protecting the environment for sustainable development.

Learning Objectives

- Students are expected to take responsibility to protect environment.

Unit I: Natural Resources

Introduction to natural resources importance - Forest resources – Use – exploitation and its impact - Water resources: Use– exploitation and its impact. Land resources - Effects of modern agriculture, - Energy resources - renewable and non renewable energy sources-use of alternative energy sources.

Unit II: Ecosystem and Biodiversity

Concept of ecosystem - Structure and function - Food chains, food webs and ecological pyramids - Types of ecosystem - Biodiversity - India as a mega-diversity nation - Threats to biodiversity - Conservation of Biodiversity.

Unit III: Environmental Pollution

Causes, effects and control measures of Air - Water - Soil - Noise and Nuclear

Unit IV: Social issues and the Environment

Sustainable development - Water management and rain water harvesting -Environmental Protection Policy, Acts and Legislation - Population and the Environment

Unit V: Visits to local area to document environment assets- river/forest/grassland/hill/mountain - Study of simple ecosystem – pond hill slopes etc - Study to common plants, insects, birds - Preparing village Disaster Management plan

References

1. Asthana.D.K., Meera Asthana, (2006). **A Text Book of Environmental Studies**, S.Chand & Company Ltd., New Delhi.
2. Benny Joseph, (2005), **Environmental Studies**, Tata Mc Graw – Hill Publishing Company, New Delhi.
3. Erach Bharucha, (2005). **A Text Book of Environmental Studies**, UGC, University Press, New Delhi.
4. Palanithurai,G. (2009), **Panchayats in Disaster: Preparedness and Management**, Concepts Publishing Company.
5. Thangamani and Shyamala (2003). **A Text Book of Environmental Studies**, Pranav Syndicate, Publishing Division, Sivakasi.

17RIMU02B2 BUSINESS COMMUNICATION**(Credits: 3 Hours: 3 CFA:40 ESE:60)****Objective:**

- To gain knowledge about communication in business and day to day life

Learning Outcomes:

- Students should have the competency to draft letters for various needs of business

Unit-I	Structure of Business Letters: Layout of business letter – Types of business letter – Enquiry, Offers, Quotations and Orders.	
Unit-II	Trade references and status enquires – Confirmation and execution of orders – Refusal and cancellation of orders – Acknowledging receipts of goods and making payments.	
Unit-III	Complaints and settlements – Collection letters – Circular letters.	
Unit-IV	Agency letters – Banking letters – Insurance letters. and Minutes: Meaning – Types – Methods.	Drafting of Agenda
Unit-V	Reports: Types and preparation – Speech drafting – Application for a situation.	Occasions –

References

1. Bhal and Nagamiah, Modern Business Correspondence
2. Majumdar, Commercial Correspondence
3. Reddy & Appannaiah, Essentials of Business Communication
4. Rajendra Paul, Business Correspondence.

17RIMU0203 MANAGERIAL ECONOMICS**(Credits: 3 Hours: 3 CFA:40 ESE:60)****Objective:**

- To understand the economic fundamentals as an aid to management decision making under given environment

Learning Outcomes:

- Understand the economic fundamentals as an aid to management decision making under given environment.

Unit I : Concepts and Techniques

Meaning, Definitions and Nature of Managerial Economics – Scope of Managerial Economics – Role of Managerial Economist.

Unit II: Demand Analysis

Meaning, Definitions and Determinants of Demand – Types of Demand – Law of Demand – An individual's Demand Schedule and Curve – Elasticity of Demand.

Unit III: Production

Meaning, Definitions and Determinants of Supply – Production Function – Laws of Production Function - Law of Variable Proportions - Laws of Return to Scale – Equilibrium of the Firm (or) Producer's Equilibrium.

Unit IV: Cost Analysis and Pricing

Cost Concepts – Cost-output Relationship – Economies and Diseconomies of Scale – Cost Functions – Methods of Pricing and Factors Affecting.

Unit V: Market Structure and Cost Volume Profit Analysis

Meaning and Definitions of Market – Market Structure – Forms of Market Structure – Pricing under Different Market Structure. Cost Volume Profit Analysis or Break-Even Analysis.

References

1. Ahuja H.L.(2007), **Managerial Economics: Analysis of Managerial Decision Making**, S.Chand & Co-Ltd., New Delhi.
2. Baual William (1973), **Economic Theory and Operations Analysis**, Prentice Had, London.
3. Jhingan.M.L, J.K. Stephen (2004), **Managerial Economics**, Vrinda Publications (P) Ltd, New Delhi.
4. Paul G.Keat, Philip K.Y. Young (2008), Sreejata Banerjee, **Managerial Economics: Economic Tools for Today's Decision Makers**, Dorling Kindersley (India) Pvt. Ltd, Licensees of Pearson Education in South Asia, New Delhi.
5. Sumadamodaran (2006), **Managerial Economics**, Oxford University Press, New Delhi.
6. Sumitra Pal (2004), **Managerial Economics: Cases and Concepts**, Macmillan Publishers India Ltd, New Delhi.
7. Yogeshaheshwari (2005), **Managerial Economics**, PHI Learning (P) Ltd, New Delhi.

17RIMU0204: MANAGEMENT ADMINISTRATION**(Credits : 3 Hours:3 CFA:40; ESE:60)****Objective**

To introduce duties and responsibilities of office manager and their role in office management.

Specific Objectives of Learning (SOL)

- Understand the duties and responsibilities of office manager and their roles in office management. Acquire the knowledge of office organization, job analysis and job evaluation techniques, work measurement techniques and office communication and reports.

Unit – I Principles of Office Management

Office management - Principles – Forms – Office Layout; Record management – Filing - Methods – Indexing.

Unit – II Job Analysis and Evaluation Techniques

Job analysis – Methods – Job description – Job specification – Job evaluation – Process – Methods – Job Design – Approaches – Issues in Job design.

Unit – III Work Measurement and Quality Control

Work study – Methods – work measurement – Techniques – Time study – Steps – Incentives; Quality Control – Techniques – Statistical Quality Control.

Unit –IV Grievance Redressal and Management

Discipline – concepts – Disciplinary actions – Grievance – Redressal Procedure – Conflict resolution – Methods of resolving conflicts.

Unit – V Communication

Communication – Importance – Forms – Quotation – Orders – Inquiry - Sales letter – Claims and Adjustments and claims – Letter to bankers, Insurance, Transport corporations.

Reference

1. Kumar N. and R.Mittal, **Office Management**, ANMOL Publications, NewDelhi, 2007.
2. Aswathappa K **Human Resource Management- Text and Cases**, McGraw Hill Education Ltd, New Delhi, 2014.
3. Martand T.Telsang, **Production Management**, S.Chand & Company, NewDelhi, 2009.
4. Pillai R.S.N. and Bhagavati, **Modern Commercial Correspondence**, S.Chand & Company, New Delhi, 2008.

17RIMU02F2 – Extension /Field Visit**(Credit: 2 Hours: 4 CFA:50 ESE:-)**

Objective: To enable the students to understand the field realities through adoption of various extension methodologies.

Syllabus

Students will be facilitated to visit the adopted Villages / industries for undertaking extension work as a part of curriculum as per the schedule decided by the department .

The faculty in-charge of this course will be responsible for making the students to prepare a report with photographs / short videos in addition to field reports wherever necessary.

Evaluation

The course evaluation is fully internal. It will comprise of PPT presentation after submission of the extension visit reports which will be followed by viva-voce examination. The faculty in-charge shall submit the marks to the HoD after conducting the PPT presentation and viva-voce.

The marks will be awarded based on the report, PPT presentation and viva-voce as details below.

Report and PPT Presentation : 25 Marks

Viva-voce _____ : 25 Marks

Total _____ 50 Marks

17ENUG00C1: COMMUNICATION AND SOFT SKILL**(Credits: 2 Hours 2 CFA:20 ESE: 30)****Objective**

- To enhance holistic development of students and improve their employability skills.

Specific Objectives of Learning

- To develop inter personal skills and be an effective goal oriented team player.
- To develop professionals with idealistic, practical and moral values
- To develop communication and problem solving skills
- To re-engineer attitude and understand its influence on behavior

Syllabus

Unit I	:	Personality Traits: General and Individual Traits: An Introduction: Growth Traits: An Introduction
Unit II	:	General and Individual Traits: Honesty, Reliability
Unit III	:	General and Individual Traits: Good attitude Common Sense
Unit IV	:	Growth Traits; Self-directed skills, Self – monitoring and accepting correction
Unit V	:	Growth Traits: Critical thinking skills, Commitment to continuous training and Learning

Textbook

Board of Editors. Soft Skills for Positive Traits, Chennai: OBS. 2014.

17EXNU03V1: VILLAGE PLACEMENT PROGRAMME**(Credits:2 Hours: 2 CFA:50 ESE:-)****Objectives**

- To train the students to acquire skills in rapport building rural with populate and to acquire skills in data collection methods, organizing rural people, conducting need based programmes- establishing collaborations with institutions and organizations of similar interest for the village development.

- Unit I** Appraisal and economic conditions of villages – PRA methods – surveys
Understating and analyzing resource base and occupational pattern. Assessing
nabilities and linkages and resource flow pattern of the village
Documentation of Rural Ins and Rural outs
- Unit II** Case studies - Cooperatives CPR Rural economic organization/entities -Rural
community based organizations -Educational institutions - Religious institutions
- Unit III** Awareness programmes on organic farming, marketing of agricultural
produces through marketing cooperatives, value addition etc.,
- Unit IV** Sensitization sessions on rural business / livelihood opportunities
- Unit V** Documentation and sharing of the extension experiences

Evaluation

This is a field based practical course. Evaluation will be done by the faculty-in-charge of VPP. It will be done based on the student's participation in field work and its documentation.

17RIMU03N1: OFFICE MANAGEMENT**(Credits: 3 Hours: 3 CFA:40 ESE:60)****Objective**

- To enable the students to get corporate knowledge about Office Management.

Learning Outcomes

- Students should gain knowledge about handling a good office environment

Unit 1: Office Management

Concept, Meaning of office, Definition of Office, Importance and Functions of Office, Office Management – Definition and Functions of Office Management, Qualities and Role of Office manager, Relation with Other Departments

Unit II: Office Environment

Location and Qualities of office building, Importance of Lighting and Ventilation Office Safety and Security – Meaning and Importance of Office Safety and Security

Unit III: Filing and Indexing

Meaning and Importance of Filing, Characteristics and Essential of Good Filing, Centralised and Decentralised Filing System, Indexing – Need and Types of Indexing

Unit IV: Office Forms and Record Management

Meaning and Objectives of Forms control, Types of Forms, Principles and Essentials of Form Design, Office Record Management – Meaning and Objectives of Record Management, Principles of Record Management, Essentials of Record Management System

Unit V: Work Measurements and Control of Office Costs

Work Measurements – Importance, Techniques of Work Measurements, Standards of performance, Cost Control – Savings and Methods of Cost Reduction, Office Budget – Budgetary Control

References

1. S.P. Arora - Office Organization and Management, Vikas publishing House Pvt Ltd(1980)
2. Pillai R.S.N and Bagavathi – Office Management, S.Chand & Company, New Delhi(2003)
3. Kumar. N. and Mittal.R – Office Management, Anmol Publications, New Delhi (2001)
4. Balraj Dugal - Office Management, Kitab Mahal Publications, New Delhi(1969)

17RIMU03N2: PERSONNEL MANAGEMENT**(Credits: 3 Hours: 3 CFA: 40 ESE: 60)****Objective**

- To provide managerial and operative function of personnel management and enlighten the challenges faced by the human in work places and their social responsibility

Learning Outcomes:

- It helps to solve issues related to recruitment work appraisal and its job evaluation.

Unit I : Introduction

Definition of personnel management – role of personnel management – challenges of modern personnel management.

Unit II: Recruitment & Selection

Recruitment – sources of recruitment – Selection – meaning, process of selection.

Unit III: Performance appraisal

Meaning – Methods of Performance Appraisal – Traditional methods and Modern Methods, Training & Development; Training – methods and techniques – Executive development methods.

Unit IV: Job Evaluation

job Evaluation – simple ranking – job grading – point system – factor compensation – fringe benefits.

Unit V: Integration

Integration – nature of human needs – Maslow's need Hierarchy – McGregor's theory – grievance redressal – disciplinary action, Personnel Audit, Personnel research.

References

1. Akuja, K.K. (1992), **Personnel Management**, Kalyani Publishers, New Delhi.
2. Arun Manippa and Mizra, S. Saiyadaiam (1979), **Personnel Management**, Tata McGraw-Hill Publishing Company, New Delhi:
3. Mamorja. C.B **Personnel Management**, Himalaya Publishing House, Mumbai
4. Edwin, B. Flippo (1984), **Personnel Management**, McGraw – Hill Book Company, New York.
5. Aswavathappa K, (1999). **Human Resource and Personnel Management : Text and cases**, Tata McGraw – Hill Publishing Company, New Delhi.

17RIMU03N3: PERSONALITY DEVELOPMENT**(Credits: 3 Hours: 3 CFA: 40 ESE: 60)****Objective**

- Promotion of strategies to handle different behavioural dimensions.

Learning Outcomes

- Self development, effective performance and relations and to face challenges successfully.

Unit I: Introduction: Defining Personality - Personality Development - Stability of Personality - Personality Change

Unit II: Theories of Personality: Psychoanalytical Theory of Personality - Humanistic Theory of Personality - Trait Theory of Personality - Social Cognitive Theories - Behaviorism and Learning Approaches to Personality - Eastern Theory: Thriguna Theory (SRT)

Unit III: Determinants of Personality : Cognitive Determinants - Intellectual Development and Capacities - Deviant Intelligence - Major areas of adjustment affected by Intelligence - Socio-cultural Determinants - Family and Educational Determinants - Social Determinants - Emotional Determinants .

Unit IV: Personality Enrichment Motivation and its Process - Life Skills for Personality Development

Unit V: Techniques In Personality Development : Self confidence - Goal setting - Time Management and effective planning - Stress Management - Meditation and concentration techniques - Self hypnotism - Self acceptance and self growth

References

1. Cervone Daniel, Pervin. L.A, (2008), **Personality Theory & Research**, (10th Edn.), John Willey & Sons, Inc., United States of America.
2. Haslam Nick, (2007), **Introduction to Personality and Intelligence**, Sage Publications, New Delhi.
3. Hurlock, B. Elizabeth,(2007). **Personality Development**, Tata McGraw-Hill Publishing Company Limited, New Delhi.
4. Rajiv K. Mishra. Rupa & Co. (2006) **Personality Development**
5. Rao K. Ramakrishna et al., (2008), **Hand Book of Indian Psychology**, Cambridge University Press India Pvt. Ltd., New Delhi.
6. Robert J. Gregory (2006). **Psychological Testing**, Pearsons Education, Inc, New Delhi.

17RIMU03N4: LEADERSHIP & TEAM MANAGEMENT**(Credits: 3 Hours: 3 CFA: 40 ESE: 60)****Objective:**

- Leadership and Team work

Learning Outcomes:

- Able to solve problems through consensus

Unit I

Leadership Attributes – Styles – Theories of Effective Leadership – charismatic leader, transformational leader.

Unit II

Factors influencing Leadership Behaviour I: Personality, types, theories, Perception, perception process, factors influencing perception.

Unit III

Factors influencing Leadership Behaviour II: Emotional Intelligence – Personal Competencies and Social competencies. Communication – meaning – process and barriers in communication.

Unit IV

Description of teams in the organizations – organizational context of teams --structure, Group behaviors – Formation of groups – Group norms – Group cohesion – Group conflict.

Unit V

Intra-team processes mission, goals, objectives, - conflict, types of conflict, decision making – inter-team processes – team effectiveness .

References

1. Uday Kumar Haldar, **Leadership and Team Building**, Oxford Publications, 2011
2. Chandra Mohan, "**Leadership and Management**", Himalaya Publishing House, 2007
3. Richard Hughes, Robert C. Ginnett, Gordon J Curphy, **Leadership: enhancing the lessons of Experience**, McGraw –Hill Publication, 6th Edition, 2011

17RIMU03B3: PROJECT FORMULATION
(Credits: 3 Hours: 3 CFA:40 ESE:60)

Objective

- To study the basic characteristics of project, project planning, how to prepare project and how to write project report.

Learning Outcomes

- Understand the economic fundamentals as an aid to management decision making under given environment.

Unit I : Project Characteristics and Project Life Cycle

Meaning and Definitions of Project – Characteristics of Project – Types of Project – Life Cycle of Project – Phases of Project Management.

Unit II: Project Formulation

Concept and Importance of Project Formulation - Techniques of Project Formulation – Feasibility Analysis - Techno-Economic Analysis - Project Design and Network Analysis - Input Analysis - Financial Analysis - Social Cost–Benefit Analysis and Pre-Investment Analysis.

Unit III: Elements of Project Formulation

Project Formulation and Planning - Project Formulation and the Entrepreneur - Project Formulation and Financial Institutions and Project Formulation and Government.

Unit IV: Project Planning and Network Analysis

Meaning, Definitions and Importance of Project Planning – Gantt Chart – SWOT Analysis – Meaning - objectives and Advantages of Network Analysis. Programme Evaluation and Review Technique (PERT) – Critical Path Method (CPM).

Unit V: Project Report Writing

Templates for project proposal and project report – preparation of project proposal and project report.

References

1. Choudhury.S (2013), **Project Scheduling and Monitoring in Practice**, South Asian Publishers, New Delhi
2. Goel B.B (2012), **Project Management–A Development Perspective**, Deep and Deep Publishers, New Delhi
3. Mattu P.K (2008), **Project Formulation in Developing Countries**, MacMillan Company of India Limited, New Delhi.
4. Mittal.AC, B.S. Sharma (2006), **Project Management**, Vista International Publishing House, New Delhi.
5. Prasanna Chandra (2006), **Projects Planning, Analysis, Selection, Financing, Implementation and Review**, Tata McGraw – Hill Education (P) Ltd, New Delhi.

17RIMU0305: PRINCIPLES OF ACCOUNTING
(Credits: 3 Hours: 3 CFA:40 ESE:60)

Objective

- The objective of the course is to acquaint the students with the basic Concepts and tools of cost and Principles of Accounting

Learning Outcomes

- The students would able to practice book – keeping and the principles of accounting

Unit I : **Fundamentals:** Fundamentals of book Keeping-definition-purpose and principles of double entry book Keeping - Single entry system and comparison.

Unit II : **Account Books:** Account Books Journals-Different forms of cash book-Bank reconciliation – Ledger and its hands of accounts.

Unit III : **Trial balance :** Trial balance its objectives and scope – preparation; limitations – errors and their rectifications.

Unit IV : **Statement Preparation:** Statement of receipts and charges – its preparation. Difference between Trail balance and statement of receipts and charges –single entry system- Merits and Demerits

Unit V : **Preparation of Final Accounts:** Preparation of Final accounts – Trading, Profit and loss and balance sheet and adjustments.

References

1. Vinayakam, (1913), **Principles of Accountancy**, S. Chand & Co., New Delhi.
2. Krishnasamy, O. R., **Cooperative accounts**.
3. Shuckla S.C., (1993), **Accountancy**, S. Chand & Co., New Delhi
4. Grewal, T.S. (1993), **Principles of Accountancy**, S. Chand & Co., New Delhi
5. Mukerjee & Hanif, (1996), **Modern Accountancy**, Tata McGraw, Hill Books, New Delhi

17RIMU0306: Business Law
(Credits :3 Hours: 3 CFA:40 ESE:60)

Objective

- To induct the students about the principles governing industrial Laws with special reference to the various legal concepts applicable to rural industries.

Learning Outcomes

- Students would apply legal procedure for setting business disputes

Unit I Factories Act, 1948 Definitions – Health – Safety – Welfare – Working hours of Adults. Employment of women – Employment of young person s – Leave with wages.

Unit II The Payment Of Wages Act, 1936 Definitions – Responsibilities for payment – Wage periods – Time of payment – Deductions – claim for wrongful deductions. Minimum Wages Act, 1948 : Interpretation – Fixing minimum rates of wages – Minimum rate of wages – Procedures for fixing –Payment of minimum wages.

Unit III Employees State Insurance Act 1948, Definition – Applicability – Coverage – Contributions, Maternity Benefit Act 1961 – objectives – Application – Benefits.

Unit IV Work Men Compensation Act 1923 – Definition – need – Scope and coverage of act – Employer liability for compensation, Payment of Gratuity Act 1972 – objectives, Applicability – Exceptions – maximum amount of Gratuity.

Unit V Introduction and Meaning – Law of contract –Elements of contract: Offer and Acceptance

a). The Indian Contract Act 1872- Offer and Acceptance – Competence- Competent to contract – Free consent of Parties – Lawful consideration and objects – Agreements declared void by law- Contingent contracts – Quasi contracts – Performance of contracts, Consequences of Breech of contract- Indemnity and Gurantee – Bailment- Pledge – Agency.

b) The Indian Sale of Goods Act 1930: - Preliminary – Formation of contract of sale – Conditions and Warranties – Transfer of property – Unpaid Sellers Rights.

References

- 1 Dr Sreenivasan. M.R., (2000), **Commercial and Industrial Law**, Margham Publications,
- 2 Kapoor N.D. (2006), “**Elements of Mercantile Law**”, Sultan Chand & Sons.
- 3 Tripathi P.C and C.B.Gupta, (1990), “**Industrial Relations and Labour Laws**”, Sultan Chand & Sons.

17RIMU0307: Human Resource Management**(Credits :3 Hours: 3 CFA:40 ESE:60)****Objective**

To know basic concepts in HRM and apply the same in managing men

Learning Outcomes

- The students would have gained knowledge on the concepts and functions of human resource Management
- They would have developed skills and traits to be a HR manager.

- Unit I : **Meaning, Nature and Scope of HRM** – Personnel Management Verses HRM
Importance of HRM-Functions of HRM-Classification of HRM Functions
- Unit II: **Basis for HRP** – Meaning and Objectives of HRP – Benefits of HRP Factors affecting HRP – Process of HRP – Problems of HRP
- Unit III **Recruitment** – Job Analysis – Purpose – Job Description - Job Specification – Recruitment policy – Centralized /decentralized recruitment – Sources of– Factors affecting Recruitment – Recruitment Process – Recruitment Vs Selection – Selection Procedure – Placement - Induction – Objectives – Advantages
- Unit IV: **Training & Development** – Purpose – Need – Importance – Techniques (on the job & off the job) – Evaluation – Benefits – Management Development Programme – Job Enlargement – Job Enrichment – Job Evaluation – Meaning – Purpose – Techniques
- Unit V: **Performance Appraisal** – Need – Importance – Techniques – Benefits – Career Planning –Need – Process – Succession Planning – Career Development – Steps – Career Development Actions – Advantages

References

1. Aswathappa K, (2015), **Human Resource Management**, Tata McGraw Hill, New Delhi,
2. Rao, V. S. P., (2013), **“Human Resource Management”**, Pearson, New Delhi,
3. Cascio, W. F., (2014) **“Managing Human Resources”**, Tata McGraw Hill, New Delhi,

17RIMU0308: BANK MANAGEMENT**(Credits :3 Hours: 3 CFA:40 ESE:60)****Objective**

- To prepare the students on Bank Operation

Learning Outcomes

- Students may smoothly handle banking related issues.

Unit – I Introduction to Bank Management : Meaning Definition and of bank management - Nature of Banking Business -Socio, Economic and legal environment of banking business in India – official regulation and control over banks in India.

Unit – II Forms of Banking: Branch Banking- Unit Banking- Group Banking Chain Banking-correspondent Banking- Process of Bank Management- Branch location policies and decisions- organizational Structure of Commercial Banks in India.

Unit – III Bank Balance Sheet: Management of assets and liabilities in banks – Profit Profitability and Productivity in banks – Management of large sized branches and rural branches. Internal control and Performance budgeting system – Management Information system - Income Recognition and asset classification norms.

Unit – IV Human Resource Development in Banks: Manpower Planning, Recruitment, Training, Promotion, Motivation, Bank Marketing- Product Planning and Development- Computerization of Banks.

Unit – V Principles of credit Management: Accounting in banking companies under computer environment- Opening Operations and Closure of Deposits - Types and Forms of bank advances-portfolio management, risk and return-reforms in banking and finance-operating mechanism and its role in management Development.

References

1. Desai,Vasant (1993), **Principles of Bank Management**, Himalaya Publication.
2. Sharma and Shashi K.Gupta – **Mmanagement Accounting**.
3. Justin Paul and Padmalatha Suresh, (2010),**Management of Banking and Financial Services**,New Delhi: Pearson Education,
4. Timothy W. Koch and S. Scott Macdonald, (2009), **Bank Management**, Bangalore: Thomson South-Western.

**17CSAU04C1 COMPUTER APPLICATIONS IN BUSINESS
(THEORY & PRACTICAL)**

(Credits 3+1=4 Hours : 3+2=5 CFA: 40 ESE: 60)

Objectives:

- To understand the basic concepts of computer operations in Business

Learning Outcomes

Students would acquire technical skill to

- Create document in MS Word.
- Draw Charts using Ms Excel
- Store and Retrieve data using MS Access
- Design Presentations using MS Powerpoint
- E-Mail creation and effectively use E- Mail

Unit I : **MS-WORD :** MS-Word: Introduction - features -Document creation - Document editing: cursor movements-Selecting text - Copying text - Moving Text Finding and replacing text - Spelling and Grammar-Page Setup - Table creation Mail Merge Test on MS Word shortcut keys
Exercises: Preparation of Bio data , Agenda, Minutes, Circular Letters, Letters to various sectors, Mail Merge, Designing a News Paper

Unit II: **MS-Excel :** Introduction - Advantages & Applications Organization of Workbook - Editing a Worksheet Range - Formatting Worksheet Chart: Creation - Changing Type - Print Options Built-in Functions. Test on Excel Functions
Exercises: Preparation of Payrolls, Invoice, Stock Maintenance, Charts for Business Analysis, Use of Financial Functions.

Unit III: **MS-ACCESS :** MS-Access : Introduction – Advantages & Applications Store Data in a Table Retrieve Data from a Table Sorting, Searching in a Table Viewing Data using Forms Using SQL Commands Preparation of Business Reports Exercise: Preparation of Business Databases & Reports

Unit IV: **MS-POWERPOINT -** MS-Power Point: Introduction – Features Creating Presentation - Viewing - Saving and Close Presentation Changing Layout - Changing Designs - Slide Transition Adding Animation Effects Inserting Table, Charts, Pictures, Clipart in Presentation.
Exercises: Preparation of the Advertisement, Animation, Transition Effects, Display Board, Audio & Video Presentation

Unit V: **INTERNET -** Internet basics and Internet terminologies Applications of Internet- e-mail Applications of Internet-Usenet, Telnet, e-Commerce Applications of Internet-World Wide Web, Video Conferencing
Exercises: E-mail Creation, Ordering a product Through Online

References

1. Joyce Cox, Joan Preppernau, Steve Lambert and Curtis Frye, (2007), Microsoft Office System Step by Step,
2. Alexis leon and Mathew leon, (2011), Internet for everyone, 2/e,.Vikas publication,New Delhi,

**17RIMU04E1: BAKERY AND CONFECTIONERY –I
(THEORY AND PRACTICALS)
(Credit 3+1=4 Hours 3+2=5 CFA: 40 ESE:60)**

Objective

- To give theoretical background and production and marketing of Bakery products.

Learning Outcome

- The students will learn about the process of manufacturing and able to run the industry successfully

Unit I : **Introduction to Bakery and Confectionery:** Principles of baking – Advantages of bakery products – wheat – gluten formation – qualities of Wheat flour – Functions of ingredients in bread making.

Unit II: **Bread Production and Bread Diseases:** Methods of bread production – steps involved in bread and bun making - Bread faults and remedies.

Unit III: **Functions of Ingredients:** Functions of ingredients in flour based confectionery – Methods of cookies preparation – Methods of puffs production – Methods of cake production.

Unit IV: **Machineries and Tools and Management of Bakery :** Basic machineries - oven and their functions – Tools and equipments used in bakery – preparation of a feasibility report for starting a bakery.

Unit V: **Practicals and Field visits:** Production of varieties of bread, bun, cakes, puffs, and cookies. Visit to commercial big bakeries Meeting with bakery entrepreneurs Organising bakery finished products exhibition

References

1. CFTRI (1986), **Advanced Training in Baking Technology**, Course materials supplied by CFTRI, Mysore.
2. Khandary.L.R.(1988), **Bakers Handbook on practical baking**, U.S.A.
3. Pylarby (1998), **Baking Science and Technology**, , Siebet Publishing Company, Chicago, ILL
4. Anon, Tamilaga **Bakery Technical Bulletin**, The Chennai Bakery Owners Association, Chennai-5.

17RIMU04E2: Vegetable Oil Industry (Theory & Practical)
(Credits: 3 +1=4 Hours : 3 +2 =5 CFA: 40 ESE: 60)

Objective

- To give theoretical background on production and marketing of Vegetable Oil products.

Learning Outcome

- Students could start a Vegetable Oil industry

Unit I : OIL Seeds Characteristics: Different varieties of oil seeds and their availability – Statewise area of production – major and minor oil seeds – characteristics of oil seeds – various uses of oil seeds and cake.

Unit II: Processing and Extraction: Preprocessing - Extraction, refining and processing – vegetable oils – production – sunflower oil, groundnut oil, cotton seed oil, coconut oil, olive oil, corn oil, sesame oil, lin seed oil, field visits to various oil industries.

Unit III: Power Ghani Oil Industry: Technological development in Ghani oil industry – Functioning of portable power Ghani – Efficiency of Ghani – Safety aspects in oil industry – Economics of oil pressing – by products – utilization – Trade information – handling of finished products

Unit IV: Physical and Chemical properties of Oil: Quality control of oils and oil cake – Grading – Physical and Chemical properties of oils – General – colour, melting point, FFA, Iodine value, Peroxide value - Acetyl value and unsaponifiable materials.

Unit V: Start – ups – Oil Industry: Management of Ghani Oil Industry – Technical efficiency – Financial summary – Preparation of feasibility report to start vegetable oil unit.

References

17RIMU04E3: PRESERVATION OF FRUITS AND VEGETABLES

(Theory & Practical)

(Credits: 3+1=4 Hours:3+2 =5 CFA:40 ESE-60)

Objective

- To provide theoretical information on fruit preservation and Vegetables to the students to make them to get ready for experiments.

Learnig Outcomes

- The students would be expected to be placed as food inspectors in Govt. and private industrial sector.

- Unit I :** Introduction – Importance of food preservation – General principles of food preservation – by low temperature, heat processing, dehydration, sun drying, osmotic pressure, canning, effect of spices, chemical preservation, irradiation. Food spoilage – types of spoilage, causes of spoilage, factors leading food spoilage.
- Unit II:** Bottling of fruits and vegetables – principles, recipes, equipments, procedures – general procedure for sorting, grading, washing, peeling, coring, pitting, blanching, filling, labeling, packing of bottled juice concentrates - selection of fruits for squashes, crushes, cordials, RTS beverages, syrups and barley water.
- Unit III:** Jams, jellies, marmalades – principles of preservation – higher concentration of sugar – role of sugar in preservation – selection of fruits for jams, jellies – extraction of pectin, role of pectin in setting of jam, difference between fruit jams and fruit jellies – avoiding of crystallization of sugar in jams.
- Unit IV:** Pickles, chutneys, sauces – fruits / vegetables for pickling process – salted / brined pickles – spiced pickles – vinegar pickles – role of salt in preservation – various principles in pickling process – Dehydration of fruits – sun drying of raw / ripe mango – merits and demerits of sundrying – differentiation between mechanical and sun drying.
- Unit V:** Fruit Products Order – FPO, Prevention of Food Adulteration – PFA, how to apply for FPO / FSSAI PFA. Minimum sanitary requirements under FSSAI – application format for FSSAI Plan for a small fruit preservation unit – equipments, machineries, total capital investment (working, fixed) – suitable fruit products for rural areas.

Practical

1. Preservation of Grape Squash ,
2. Preservation of Mango Squash
3. Preservation of Lime Cordial
4. Preservation of Pine apple Crush
5. Preservation of Mango RTS
6. Preservation of Mixed Fruit Jam
7. Preservation of Guava Jelly
8. Preservation of Tomato Pickle
9. Preservation of Tomato Sauce
10. Preservation of Papaya Candy

References

1. Gopalakrishnan .M.(2014), **Food Science and Technology**, ASTHA Publications and Distributions, New Delhi.
2. Hausner .A. (2012), **Preserved foods and sweetmeats**, Biotech Book, Delhi.
3. Madhulika Parmar (2014), **Food Safety and Preservation**, Black Printers, New Delhi.
4. Pathak R.S.Dr. (2014), **Food Security and Global Environmental Change (Emerging Challenges)**, Naryag Books International, New Delhi.
5. Ruth.S.K.Dr. (2012), **Food storage and preservation**, Navyag Books International, New Delhi
6. Sasikumar.Dr. (2014), **Food processing technology Food in Agro Based Sector**, Biotech Books, New Delhi.
7. Thomas Norman Morris (2012), **Principles of Fruit Preservation**, Biotech Books, New Delshi.

17RIMU04E4: HANDMADE PAPER INDUSTRY

(Theory & Practical)

(Credits:3+1=4 Hours : 3+2=5 CFA: 40 ESE: 60)

Objective

- The students will be given the practical knowledge about handmade paper industry, by providing hands on training in industrial units.

Learning Outcomes

- The students will be thoroughly trained to become an entrepreneur with management capacity of a handmade paper industry.

Unit I **History of paper making in ancient India** – growth and development of the handmade paper industry in India – scope of paper industry

Unit II **Composition of paper pulp** – estimation of other chemicals used to make pulping of paper.

Unit III **Fibre** – source and availability – rags, banana stem fibre, gunny and paper waste – sorting, dusting, chopping of raw materials – digesting of fibre – Fibre – bleaching by acids - vomiting type digester and its functioning.

Unit IV **Beater machine** – its uses for making paper pulp – pulp stages - various types of boards. Sizing machine – types of dyes and colours – GSM in paper making – hydraulic press and its functions. Calendaring – various methods of calendaring.

Unit V **Infrastructural facilities for imparting a handmade paper industry** – requirement of equipment – model project planning in rural areas – licensing formalities – handmade paper an environmental friendly activity.

Practical / Field Visits :

1. Sorting, dusting, cutting of paper wastes
2. Experiment with vomiting type digester machine
3. Experiment with beater machine, dry / arid wastage preparations
4. Experiment with types of vats, and moulds, couching, consistency of paper pulp
5. Experiment with hydraulic press, screw press, observation on pressing
6. Experiment with drying chamber, merits and demerits on drying methods
7. Experiment with sorting, cleaning of boards
8. Experiment on tub sizing, calendaring methods
9. Experiment on cutting and packing of paper boards
10. Visits to nearby handmade paper and board making industrial units and provide hands on training in the above aspects.

References:

1. "The State of the Paper Industry" by - Jonnifer Roberts, Published by Environmental network, 20047 USA.
2. "Production or paper pulp Board" - 2010 by Industrial Emissions Director Joint Research Centre European IPPc Bureau, UK.
3. "India's Paper Industry" - april 2012. by John Dixon, Deloitte consulting LLP Swati Bhatia New Delhi
4. "Paper and Paper Boards" - April 2013 by "CRISIL" Publications - Mumbai
5. "Paper Pulp Industry - 1993 by UNIDO - United National Industrial Development Organizations - Japan/Thailand.

17RIMU04E5: SOAP INDUSTRY

(THEORY & PRACTICALS)

(Credits : 3+1=4 Hours : 3+2=5 CFA: 40 ESE: 60)

Objective

- To give technical & Practical knowledge in production of soap and soap products.

Learning Outcomes

- To become entrepreneur in Soap Industry

- Unit I.** Soap Industry overview - raw materials used for soap making – Characteristics of raw materials - other additives.
- Unit II** Manufacturing of soap products - methods of manufacturing - full boiling process - various stages-Advantages and Disadvantages.
- Unit III** Technology of soap manufacturing - toilet soap - soap chips - soap noodles - carbolic soap -Pretreatment of raw materials - plant for total soap making operations.
- Unit IV** Management of soap factories - technical efficiency - financial summary - common quality problems soap - total quality management.
- Unit V** Production of carbolic soap, inplant training in toilet soap unit - Field visits to commercial soap production units Meeting with soap industry entrepreneurs Preparation of feasibility report to start a soap unit

References

1. The complete technology book on soaps - Asia pacific business press ING, 106-E,kamala nagar - Delhi - 110007.
2. Soaps, Detergents and Disinfectens technology handbook - NPCS, Delhi - 7
3. Herbal Soaps, Detergents - NPCS, Delhi - 7
4. Modern Technology of soaps, Detergents, Toiletries (with fomule project profiles)- NPCS, Delhi - 7
5. Handbook on soap,detergents, Acid slurry - NPCS, Delhi - 7

17RIMU04E6: Brick Industry - (Theory & Practicals)

(Credits 3+1=4 Hours : 3+2=5 CFA: 40 ESE: 60)

Objective

- To give theoretical background on production and marketing of Brick.

Learning Outcomes

- The students will learn about the process of manufacturing and run the industry successfully

Unit I : Evolution and Types of Brick Industry :

Origin –Importance of Bricks – Characteristics of Bricks – types of brick.

Unit II: Physical and chemical properties of brick earth

Science and Technology of Brick industry – Brick earth - Physical and chemical properties of brick earth –characters of good brick earth – Testing of good brick earth.

Unit III: Brick production process

Production and production process of bricks – various methods of brick production – different sizes of bricks.

Unit IV: Marketing of Bricks

Marketing of bricks – Methods of marketing of bricks – problems in marketing of bricks - Methods of pricing of bricks.

Unit V: Brick feasibility report preparation

Preparation of Project feasibility report for brick industry.

Practicals

- | | |
|-----------------|--|
| Unit I | Collection of various soil assessing the elasticity of soil |
| Unit II | Testing of soil suitability for Brick making and Brick earth testing. |
| Unit III | Preparation and conditioning of soil for eight hours of time for Brick moulding drying – finishing and shaping – solar drying. |
| Unit IV | Testing the strength and weight bearing capacity of burnt bricks |

References

1. Bell.A. and C.Macfarguhar, Endinburz, 1945**Encyclopaedia Britannica or Dictionary of Arts and Science.**
2. Ghose D.N. (1989), **Materials of Construction**, Tata Mc Graw Hill, New Delhi.
3. Anan (1982), **Encyclopedia of Science and Technology, Vol.II**, McGraw Hill, New York.
4. Mckary W.B (1971), **Building Construction Vol. I**, Longman, London.
5. Rangawala S.C. Rangwala K.S. and Rangwala (1996), **Building Construction**, Charoter Publishing, Anand.
6. "Village level Brick making -1993 by Anne Beamish/Will Donovan Deutsches Zentrum Publications Canada.
7. "Manufacturing of Bricks" - December -2006 by Brick Industry Association Virginia 20191.
8. "Guidelines on Brick manufacturing Unit" by R.M. Dubey, Chairman, pollution control Board. Assam.
9. "Fly Ash Bricks" - 2011 by N. Siringan, Asst. Director, MSME, Guindy, chennai
10. "Green Brick Making- manual" - 2008 by Developmjent Alternatives Publications Nepal.
11. Raja Alias Pranmalai . K and Ramaswamy S. "Management of Brick Industry (2011) serials publications New Delhi.

17RIMU04B4: BUSINESS MATHEMATICS**(Credits: 3 Hours : 3 CFA: 40 ESE: 60)****Objective**

- To study mathematical application in business and arithmetic skills.

Learning Outcomes

- The students will apply mathematical inputs to business situation and making appropriate situation

Unit I : Business and Quadratic Equations: Introduction to Linear and Quadratic equation and applications percentage and proportion – Laws of indices – Arithmetic - geometric series and their application.

Unit II: Application of Maths to Business: Discount, interest and income tax calculations – set theory operation with venn diagrams – applications of set theory for decision making.

Unit III: Types of Functions and Applications: Demand function – supply function and production function - limits and continuity of function. Simple interpolation and extrapolation techniques using graphs.

Unit IV: Calculus for Business Modeling: Differentiation – Rules for differentiation (excluding trigonometric function) –principles of Maxima Minma and its application. – Elementary integral calculus rules for integration simple application of differentiation and integration to total cost, total revenue, Marginal cost. Marginal revenue.

Unit V: Matrix Algebra for Business: Matrix – Addition and Multiplication of Matrices – Properties of Matrices – inverse of Matrix – Solution of Simultaneous linear equation - Rank of a Matrix – Introduction to Linear programming – graphical methods.

References

1. Badnicks F.S. (1993), **Applies Mathematics for Business: Economic and Social Science**, Mc.Graw Hill, New York. 1933.
2. Dean B.V.Sassie, M.W.Gupta S.K. (1975), **Mathematics for Modern Management**, will my Eastern, New Delhi.
3. Dharma Pandian.A.V, **Business Mathematics**, S.Visvanathan, Publishers, Madras.
4. Navaneethan.P, **Business mathematics**, Anand Publications – Trichurapalli
5. Raghavachari.M. (1985), **Mathematics for Management**, An introduction, Tata, Mc.Graw Hill (India) New Delhi.
6. Sundaresan & Jayaseelan (1982). **Introduction to Business Mathematics**, S.Chand & Co., New Delhi.

17RIMU0409: ELEMENTS OF RESEARCH METHODS AND STATISTICS
(Credits: 3 Hours : 3 CFA: 40 ESE: 60)

Objective

- To understand the basics, methods and procedures of research and acquire knowledge in data analysis.

Specific Objectives of Learning: Upon completion of the course, the students will be able to:

- Identify and formulate a problem for research
- Choose the appropriate tools and techniques of data collection
- Prepare a suitable research design to carryout research
- Learn different methods of sampling
- Write research report to suit their purpose

- Unit I:** Research – Definition. Objectives, characteristics and types of research – Steps in research – Selection of problem for research – Sources of review of literature – Hypothesis: concept and characteristics
- Unit II:** Research Design – Need and components of research design, Methods of research experimental, descriptive, explorative, explorative studies, case study, and survey.
- Unit III:** Data Collection – Sources of data, Data collection tools and techniques- observation, interview, schedule, and questionnaire, Pilot study and pre test. Research Report – Types of research report – Format of a research report.
- Unit IV:** Sample Vs Census methods: Sampling methods, Processing of Data – Scoring, coding, classification and tabulation of data, diagrammatic, and graphical presentation.
- Unit V:** Data Analysis – Measure of Central tendency mean, median and mode; Measures of dispersion-Range, Variance, Standard Deviation- Correlation analysis, and Uses of Software in data analysis.

Text Books

1. Krishnaswami O.R., & M. Ranganatham, Methodology of Research in Social Sciences, Mumbai: Himalaya Publishing House, 2010
2. Gupta S.C., Fundamentals of Statistics, Mumbai: Himalaya Publishing House, 2006
3. Hand Raj, Theory and Praticce in Social Research, Delhi Surjeet Publications, 2002
4. Nakkiran S and Selvaraju R., Research Methods in Social Sciences, Mumbai Himalaya Publishing House, 2001.
5. Manoharan M., Statistical methods, Palani: Paramount Publishers, 1997

References

- 6) Vijayalakshmi G. & Sivapragasam C., **Research Methods: Tips and Techniques**, Chennai: MJP Publishers, 2009.
- 7) Sadhy A.N. and Singh, A. **Research Methodology in Social Sciences**, Mumbai: Himalaya Publishing House, 2005.
- 8) Kothari C.R., **Research Methdology**, New Delhi: Vishva Prakashan, 2001.
- 9) Basotia G.R., Sharma K.K., **Research Methodology**, Jaipur (India): Mangal Deep Publications, 1999.
- 10) Gosh B.N., **Scientific Methods and Social Research**, New Delhi: Sterling Publishers, 1997.

17RIMU0410: MARKETING MANAGEMENT
(Credits 3 Hours: 3 CFA:40 ESE:60)

Objective

- To provide an in-depth knowledge of the various components of marketing and their application in business

Learning Outcomes

- The student will learn planning and execution of marketing various products and the consumer behaviour.

Unit I : Introduction

Meaning and definitions of Marketing Management - Importance – Functions – Nature and Scope of Marketing – Marketing Environment – Market Segmentation – Criteria for Market Segmentation – factors influencing market segmentation.

Unit II: Buyer Behaviour and Motivation and Sales Forecasting

Meaning of buyer – Buyer Behaviour – Buying motives – list of basic needs – Maslow's Hierarchy of needs- Festinger's Theory of cognitive dissonance-Buying decision process – sales forecasting – objectives-importance – Role – process and limitations.

Unit III: Product and its importance

Product – Meaning – classification of goods – product planning and development – product mix – product line- product positioning- product – life cycle- promotion mix- product differentiation and market segmentation – product diversification – product elimination – product modification – product failure.

Unit IV: Pricing

Pricing – Meaning and Definitions – objectives and advantages of pricing decision – Factors affecting the pricing decisions – kinds of pricing – methods of pricing – process of price determination – price leader.

Unit V: Emerging Marketing Environment in India

Small Scale and Large Scale retailing – Super market – Departmental Stores – services marketing - Rural Marketing – online marketing.

References

1. Alok Satsangi (2009), **A-Z Marketing**, Printed in India, New Delhi.
2. Mcc Carthy, **Marketing Management**, McGraw Hill Publication, New Delhi.
3. Memori and Joshi, **Principles and Practice of Marketing**, Kitnab Mahal Publication, New Delhi.
4. Patrick Forsyth (2005), **Conducting Sales and Marketing**, Infinity books, New Delhi.
5. Philip Kotler. (1997), **Principles of Marketing Management**, Prentice Hall of India, New Delhi.
6. Whrren J, Keegan (1995), **Global Marketing Management**, Prentice - Hall of India, Private Limited, New Delhi.
7. William J. Stanton, **Fundamentals of Marketing**, McGraw Hill – Publication, New Delhi.
8. N. Srinivasan, (2015), **Managerial Economics** Meenakshi Pathippagam, Madurai
9. Pillai; RSN and Bagaathi (2013), **Modern Marketing – Principles and praticals**. S. Chand and Company, New Delhi.

17RIMU0411: ENTREPRENEURSHIP DEVELOPMENT
(Credits 3 Hours: 3 CFA:40 ESE:60)

Objective

- To expose the students about the scope for identifying and establishing enterprises in their locality.

Learning Outcomes

- The students will learn the procedure for starting an enterprises and its feasibility in given situation.

Unit I : Introduction to Entrepreneurship

Definition – concept – industrial small entrepreneurship – meaning- Importance- Significance and Scope – characteristics and type of entrepreneur – Factors influence rural entrepreneurial development – Role of entrepreneurship in Economic Development.

Unit II: Industries for Small Entrepreneurs

General study of cottage and Small Scale Industries - Enterprise Management- Need and Importance – Women Entrepreneurship development through SHG.

Unit III: Registration & Financing

Identification of opportunities – choice of product - preparation of feasibility report – Registration and License – Financial assistance: Nationalized banks – State financial Corporations – DIC, KVIB, KVIC, NSIC, SIDBI and NABARD - Incentives and Government support.

Unit IV: Entrepreneurial Development

Approaches to Entrepreneurship Development - EDP – Issues – Entrepreneurial Training – Methods and Institutions offers entrepreneurial Training – Success cause and measures.

Unit V: Regularity Laws

Central excise – Income Tax – Sales tax - licensing authority – Export and Import regulatory acts.

References

1. Dhumija, S.K. (2002), **Women Entrepreneurship: Opportunities, Performance, Problems**, Deep and Deep, New Delhi.
2. Gordon, E and Natarajan, K. (2013), **Entrepreneurship Development**, Himalaya Publishing House, Mumbai.
3. Khanka, S.S. (2005), **Entrepreneurial Development**, S.Chand & Co., New Delhi.
4. Malli, D.D. (1999), **Training for Entrepreneurship and Self Employment**, Mittal Publication, New Delhi.
5. Rathakrishnan,L. (2008), **Empowerment of Women Through Entrepreneurship**, Gyan Publishing House, New Delhi.
6. Shukla (2003), **Entrepreneurship and Small Business Management**, Kitab Mahal, Agra.
7. Vasanth Desai (2003), **Small-scale Industry and Entrepreneurship**, Himalaya Publishing House, Mumbai

17RIMU0412: INTERNSHIP
(Credits 3 Hours: 3 CFA:100)

Objective

- To enable the students to understand and gain knowledge on the day-to day administration of various types of Institutions/ Industries at different levels

Learning Outcomes

- To train the students in the day-to-day administration account maintenance and auditing of various Industries.
- To develop the capacity of the student to appreciate and understand the working of Industries and to study the influence of various economic and social forces on the functioning of the societies and
- To provide opportunities for developing ability and apply theoretical knowledge for solving practical problems of the Industries.

Methodology

Each student shall be attached with Institution/ Industries office of the Rural Industries Government of Tamil Nadu for a period of 15 days either continuously or intermittent break as decided by the Department. This may be carried out either individually or by a group of students.

At the end of the programme, students have to submit a report. The report shall not exceed 30 pages neatly types and bound along with the endorsement of the authorities of the Institution or Industries / Officer where he/She/ they undergo internship.

Scheme of Evaluation

Internship Report will be assessed by a Team of Examiners consisting of Staff-in-charge and another member of the faculty as External Member nominated by the HoD of RIM under intimatino to the Controller of Examinations. The team evaluating the Report has to conduct the Viva-Voce Examination. The weightage of marks for Report will be:

Evaluation of Report (Staff in charge)	40
Evaluation of Report (External Member)	40
Joint Viva-Voce	20
Total Marks	100

17RIMU04F3 – Extension /Field Visit**(Credit: -2 Hours:4 CFA:50 ESE:-)**

Objective: To enable the students to understand the field realities through adoption of various extension methodologies.

Syllabus

Students will be facilitated to visit the adopted Villages / industries for undertaking extension work as a part of curriculum as per the schedule decided by the department .

The faculty in-charge of this course will be responsible for making the students to prepare a report with photographs / short videos in addition to field reports wherever necessary.

Evaluation

The course evaluation is fully internal. It will comprise of PPT presentation after submission of the extension visit reports which will be followed by viva-voce examination. The faculty in-charge shall submit the marks to the HoD after conducting the PPT presentation and viva-voce.

The marks will be awarded based on the report, PPT presentation and viva-voce as details below.

Report and PPT Presentation	: 25 Marks
Viva-voce	<u> : 25 Marks</u>
Total	<u> 50 Marks</u>

17RIMU05S1: Skill Based Elective**Soft Skill: Presentation Skills****(Credits 2 Hours : 2 CFA: 50 ESE: -)****Objective**

- Promotion of strategies to handle different behavioural dimensions.

Learning Outcomes

- Self development, effective performance and relations and to face challenges successfully.

Unit I : Personality Development

Introduction – Personality traits Vs body features – control mechanism of personality – career advancement.

Unit II: Pillars of Personality Development

Introspection – self-Assessment – self appraisal – self development – self interrogation.

Unit III: Self Identification and Self Assessment

Self identification – self qualifying factors, self identification matrix – packaging of self identify.

Unit IV: Setting Personal Mission

Process – role and responsibility – winning factors – human dimensions.

Unit V: Managing Success

Success – Management techniques – Development factors – Basic assumption

References

1. Kanan Bhardwaj (2009), **Traning Module on Personality Development**, ALP Books, New Delhi.
2. Onkar.R.M. (2009), **Personality Development and Career Management**, S.Chand & Company Ltd., New Delhi.
3. Sharma.M.K (2011), **Personality Development**, ALFA Publications, New Delhi.

17RIMU05N5: GREEN PRODUCTIVITY**(Credits: 3 Hours : 3 CFA: 40 ESE: 60)****Objective**

- To teach a new paradigm of socio-economic development and growth while protecting environment.

Learning Outcomes

- The students will understand green productivity concept, which leads them for better quality of life.

Unit I : Introduction

Green productivity – Need and importance – Social issues and environment – Rural, urban global issues and problems.

Unit II: Sustainable Development

Population and Environment – industrial pollution on air – water – soil – noise – solid waste management – eco – technology and challenges and grassroot action.

Unit III: Sustainable SMEs Development

Environment social technologies – Industrial waste minimization – local Govt. initiative to promote Green productivity – industrial clean technology.

Unit IV: Green Technology Transfer

Sustainable technology management – capacity building – international and regional cooperation in cleaner production – technology transfers – merits and demerits – global cooperation in technology transfer.

Unit V: Green Productivity

Green productivity around the world – case analysis –local govt. initiatives – role of National Productivity organisation (NPO) – Eco-business.

References

1. Asthana.D.K., Meera Asthana, (2006), **A text book of Environmental Studies**, S.Chand & Company Ltd., New Delhi.
2. Benny Joseph (2005), **Environmental Studies**, Tata Mc Graw – Hill Publishing Company, New Delhi.
3. Erach Bharucha (2005), **A text book of Environmental Studies**, UGC, University Press, New Delhi.
4. **Green Productivity: in pursuit of better quality of life** (1997), Asian Productivity Organisation, Tokyo.
5. Palanithurai,G. (2009), **Panchayats in Disaster: Preparedness and Management**, Concepts Publishing Company.
6. Solon Barracloung, Krishna Ghimire, Hans Meliczek (1997), **Rural Development and the Environment**, United National Research Institute for Social Development, Switzerland.
7. Thangamani and Shyamala (2003), **A Text Book of Environmental Studies**, Pranav Syndicate, Publishing Division, Sivakasi.
8. **The Green Economy Pocketbook The case for action**, The Green Economy Coalition, London.

17RIMU05N6- MANAGEMENT OF MICRO ENTERPRISES
(Credits 3 Hours:3 CFA:40 ESE-60)

Objective

- To motivate the students to start up micro enterprises and manage it successfully.

Learning Outcomes

- Students will be able to start up an enterprise and run it successfully.

Unit I : **Introduction to Micro Enterprises:** Meaning and definition of micro enterprises – classification – features and Significance of micro enterprises – evolution - growth of micro enterprises in globalization era.

Unit II: **Types of Entrepreneurs:** Micro Entrepreneur – Characters – Quality – Types of Entrepreneurs – ring toss game – Motivation to entrepreneurs – Theories of motivation – Problems of micro entrepreneurs. Status of micro enterprises in the globalization era

Unit III: **Formation of SHG's** – Principles of SHG's – Management SHG's – Problems and prospects of SHG's- empowerment of women through micro enterprises. Government and role of NGO's in promotion of SHG's.

Unit IV: **Programmes for SHG's Development** – Schemes – Role of Banks in financing of micro enterprises SIDBI CAPART – KVIC – DIC – PMEGP (Prime Minister Employment Generation Programme) – Micro Finance Institutions- performance of PMEGP .

Unit V: **Setting up of micro enterprises** – feasibility study – assessment resources – project preparation – Factors influencing success/failure of micro enterprises – Best practices in promotion of micro enterprises. Marketing of micro enterprise products – Marketing vs sales. Marketing problems of micro enterprises

References

1. Entrepreneurship Development Institute (2011). **Development of Entrepreneurship**, Reading material, Ahmadabad:
2. Entrepreneurship Development Institute, (1997), **Developing New Entrepreneurs**, reading materials Ahmadabad.
3. Jerinabi.U (2008). **Micro Enterprises for Women**, Discovery Publishing House, New Delhi:
4. KVIC (1995), **Projects Profiles of Industries**. Mumbai.
5. Lalitha,N. (2006). **Grassroot Entrepreneurship**, glimpses of SHG's", Dominant Publishers, New Delhi:
6. Shukla M.B (2003), **Enterprises and Small Business Management**, kitab Mahal.
- 7.

17RIM U05N7 INTRODUCTION TO RURAL INDUSTRIES**(Credits : 3 Hours : 3 CFA:40; ESE: 60)****Objective**

- The main objective of this course is to provide an understanding of basic concept of rural Industry and its, different issues, challenges and approaches for the development of the Rural Economy.

Learning Outcomes

- Appreciating the role and dynamism of MSMEs in Indian Economy

Unit I.Rural Industry-past glory and causes for decline: Meaning-Definition – classification of Industries – Scope and Importance of –Medium-Small-Micro Enterprises-Rural Artisans-Enhancing the competitiveness of MSME’s in the age of Globalisation.

Unit II. Institutions promoting MSME’s – All India Boards-Khadi and Village Industries Commission – National Small Industries Corporation – SIDBI-IDBI-Financial assistance and marketing facilities for MSME’s.

Unit III. Programmes for MSME’s –District Industries Centre (DIC) Industrial Estate – SIDCO- SIPCOT-Incentives for MSME’s –New Entrepreneur Cum New Enterprise Scheme (NEEDS) – Prime Minister Employment Generation programme – MSME’s in five year plans.

Unit IV. Industrial Policy for the development of MSME’s –New Strategies for promotion of MSME’s –Technological Improvement - Transfer of technology –Appropriate technology for MSME’s - Factors determining Appropriate Technology –Technological innovation and best practices

Unit V. Planning for MSME’s-Industrial potential survey- feasibility reports for area development-preparation of project report for setting up a small scale Industrial unit.

References

1. Bhattacharya, ‘**Rural Industries in India**’, B.K. Publishing corporation 1990
2. Sundaram, J.D. ‘**Rural Industrial Development**’ Vora & Co. Pub. (P) Ltd., Round Building Kalbadevi Road Bombay 2, 1970
3. Rao R.V. ‘**Small Industries and the developing Economy**’ Concept publishing Co., New Delhi, 1979.
4. Rao R.V., ‘**Rural Industrialisation in India**’ Concept publishing Co., New Delhi
5. Dagle, V ‘**Khadi and Village Industries in the Indian Economy**’ Commerce publication.
6. Bepin Behari ‘**Rural Industrialisation in India**’ Vikas publishing Co, Bombay, 1976.
7. **Low Cost Technologies and RIM.** Study group on low cost technology and RI and Development centre, DECG paris, Gadgil, D.F.
8. Nageria, D., ‘**Industrial Estate Programmes**’, The Indian Experience, SIET, Hyderabad, 1971.
9. Mathur, O.P., ‘**Manual on Industrial Estates**, SIET., Hyderabad.
10. **Feasibility study for a small Industry** SIET, 1973.
11. Pappola, T.S. ‘**Rural Industrialisation Approaches and Potentials.**
12. Raja Alias Pranmalai, K, and Ramaswamy. **S. Brick Industry** (2011) serials publications (P) Ltd., New Delhi – 110002
13. Raja Alias Pranmalai, K. **Management of Bee-keeping Industry** (2011) Uma, publishers, Palani.
14. Raja Alias Pranmalai, K., **Management Business and Non-Business organization**, (2014), Uma publications, Palani.

17RIMU05E7: Composting Technologies
(Theory & Practicals)
(Credits 3+1=4 Hours: 3+2=5 CFA:40 ESE-60)

Objective

- To teach the students about making wealth from Waste and its uses for sustainable agriculture development.

Learning Outcomes

- Students could start Composting Technology Industry

Unit I: Bio Manure and Crop Production

Role of Bio manure in crop production and soil fertility management – Crops and its requirement of nutrient organics – Method of application of Bio-manures.

Unit II: Sources of Waste

Organic Waste - Sources of waste, Agricultural waste – Animal waste - collection and separation of wastes, availability and different types of waste- preparation of waste materials for composting

Unit III: Methods/Techniques of Bio-manure preparations

Aerobic method of composts/ Bio – manure preparation – using agricultural, animal and other waste – Unanaerobic method compost – Bio-manure preparation - Use EM (Effective micro-organism) technology in composting techniques – field visits.

Unit IV: Quality of Bio-manure

Maintenance of Bio-manure quality – maintenance of bio- manure quality – certification quality – field visits.

Unit V: Marketing of Bio-manure

Through SHGs - Traditional dealers – Financial feasibility report to start composting unit.

References

1. **Vermi Culture Technology** (Jan 2011) by Clive A. Edwards Norman a Arangan CRC - Press, Ohio state University, USA University of Hawaii.
2. **"Hand book of organic farming & composting Technology"** - 2011 by Neha publishers & Distributors, New Delhi ISBN NO: 9380090080
3. **"Sustainable composting"** -2004 by Mansoor Ali, WEDC, Laogh borough university UK. ISBN: 1-843800713
4. **"Composting guide"** -2008, peter Lawson Jones cleveland, Ohio- USA.
5. **"Composting"** by Harold B. Gotaas - 2007. WHO publication, Geneva.

**17RIMU05E8: SOAP AND DETERGENTS INDUSTRY
(THEORY & PRACTICALS)**

(Credits: 3+1=4 Hours:3+2=5 CFA:40 ESE-60)

Objective

- To train the students in production of soap & Detergents products
- To provide entrepreneurial skill to manage soap & detergents Industry

Learning Outcomes

- The students will learn about the process of manufacturing and run the industry successfully

Unit I An overview of Soap and Detergents Industry: Soap and Detergent overview – Synthetic Detergent – Availability of raw materials for soap and detergents – characteristics of raw materials – product formulation

Unit II Technology of manufacturing synthetic detergent: Formulation of detergent powder– Manufacture of synthetic detergent powder by dry mixing – production of detergent bars – Handling of Raw materials – Liquid detergent – other detergent soap products

Unit III Management of soaps and detergent factories: Preparation of feasibility report to start detergent soap industry -

Unit IV Practical : Production of Detergent bars, Detergent powder, scouring powder, sanitary liquid, soap oil, shampoo and liquid blue.

Unit V Field Visits to detergent soap and soap products production units Meeting with detergent soap, production entrepreneurs

References

1. **The complete technology Book on Detergents** - by NIIR project consultancy services 106- E. Kamala Nagar, Delhi-7
2. **Modern Technology of soaps, detergents,** - NPCS, New Delhi- 7
3. **Hand book on soaps & Detergents & Acid Slurry** - NPCS, New Delhi - 7
4. **Herbal soaps & detergents hand book** - NPCS, New Dehi - 7
5. **Success formula book on cosmetics, Drugs, deaners, soaps detergents,** NPCs, New Delhi -7
6. **The complete Technology book on soaps** - NPCS, New Delhi-7
7. **Soaps, Detergents and disinfections techn ology hand book** - NPCS - New Delhi
8. **Soaps and Detergents K.S Parasuram** - Tata Macraw Hill Publishing company Ltd., New Delhi.

17RIMU05E9: PACKAGING TECHNOLOGY (THEORY & PRACTICAL)**(Credits 3+1=4 Hours: 3+2=5 CFA:40 ESE-60)****Objective**

- To Teach packaging technology to the students

Learning Outcomes

- The students will learn the process of manufacturing and run the industry successfully

Unit I : Introduction to packaging Technology

Introduction, Packaging strategies and requirement for various environments.

Unit II: Materials used in packaging

Function of packing and materials used glass – metal - paper - paperboard - plastics - flexible films - aluminum foils and laminates.

Unit III: Forms of Packaging

Form fill and seal (FFS) - Lined cartons - coated and laminated cartons - pouch system and thermo forming.

Unit IV: Packing Testing

Thickness - water vapour - gas transmission - Bursting and tensile strength.

Unit V: Packing Equipment Vacuum and gas packing, shrink wrapping - aseptic packaging - aseptic pouch filler – form fill and seal machine packing performance and reportable pouching.**Practical**

1. Testing of paper - Per cent moisture and thickness
2. Testing of paper - Grease resistance and brightness
3. Testing of paper - Opacity
4. Testing of bottle - measurement, resistance to thermal shock
5. Testing of plastics - water vapour transmission rate
6. Testing of plastics - Air oxygen transmission rate
7. Testing of plastics - Bursting strength
8. Testing of plastics - Tensile strength
9. Testing of plastics - Tearing strength
10. Visit to a packaging material industrial
11. Visit to food industry and study the packaging practice.

References

1. Anjar Kar S. and T.Kalaivanan, 2000. **Plastic containers for packaging**, Beverage and Food World 25(4): 42.
2. Arya,S.S. 1998. **Role of packaging on food quality**, Beverage and Food World.20 (2) 21-22.
3. Broady,A.C. 1986. **Controlled atmosphere packaging**, In “ The wiley encyclopedia of packaging technology” Edn.Bakery, M.John Wiley and Sons Inc. New York. Pp.218 – 236.
4. Colok,B. Nando. 2001. **Polymer blends in packaging industry**,The present status and future prospects. Indian Food Industry. 20 (2): 67-68.
5. **Food Preservation**, Sudesh Jood (2000) , Jaipur.
6. **Food packagaing technology - hand book** (NPCS) NIIR project consultancy services -2012.
7. **"The Consumer Packaging Markets in India: - 2013** by Madras consultancy groups Adyar Chennai -20
8. **"Flexible Packaging: Changing Dynamics of Indian Packaging Market"** - 2009. IBEF - India Brand Equity Foundation New Delhi.
9. **"Packaging Industry - A Review"** October -2012 The Assocham Packaging summit New Delhi.
10. **"Packaging"** March 2014 ONICRA - Credit Rating Agency of India - Delhi.
11. **"Packaging Industry in India"** - 2010- Noble Printing Press. UK.

17RIMU05E10: FOOD SCIENCE AND QUALITY CONTROL**(Theory & Practical)****Credits : 3+1=4 Hours : 3+2=5 CFA: 40 ESE: 60****Objective**

- To give theoretical background on chemical and biological analysis related to fruit products.

Learning Outcomes

- The students would be thoroughly trained in the food science and food aspects. Students are expected to be placed as quality control managers in food industries.

- Unit I :** **Significance of food properties:** Food and its quality – classification of foods – functions of food – industrial based classification. Constituents of foods, properties and significance – food as a source of nutrients. Micro nutrients, macro nutrients – water, carbohydrates, protein, fats, minerals, vitamins – functions, sources and their requirements.
- Unit II:** **Food quality and spoilage:** Introduction to microbiology – types of microbes, difference between prokaryotes and eukaryotes – bacteria, moulds, enzymes. Food quality, food spoilage, food contamination, criteria for judging the quality of food, conditions leading to spoilage - signs of spoilage.
- Unit III:** **Food Control Agencies : National & International** Food control and enforcement agencies – international agencies - WHO, national agencies CFTRI, IICPT - food standards regulations under MOFPI – certification of ISI, AGMARK, FSSAI, HACCP, FPO, PFA – location of the industry, provision of ventilation, lighting, drainage, roof structure, fly proof, workers amenities.
- Unit IV:** **Food Adulteration :** Food adulteration - necessity of study - prevention of food adulteration – common food adulterants and health hazards – simple tests for detection of adulteration - consumer protection regulatory bodies - FSSAI, regulations and requirements – obtaining FSSAI – Application form etc.
- Unit V:** **Food Hygiene and Sanitation:** Food hygiene – food industry sanitation check list - advantages of food sanitation – components of water analysis – food borne illness – management of disposal of waste – pest control management – pollution abatement.

Practical

- A microscopic vision on bacteria and drawing of a labeled diagram
- A microscopic vision on mould and drawing of a labeled diagram
- Simple test for identification of carbohydrates
- Identification of spoiled food (visible test on texture, colour, odor, appearance)
- Determination of acidity level in any one fruit juice
- Determination of TSS level in any one fruit squash
- Visit to one food industry and conduct an assessment on 'Sanitation Check List'
- Detection of common adulterants in any two foods
- Preparation of 'Report of Analysis of any one food product'
- Drawing of a labeled diagram of a typical Food Processing Plant

References

- Gopalakrishnan .M.(2014), **Food Science and Technology**, ASTHA Publications and Distributions, New Delhi.
- Hausner .A. (2012), **Preserved foods and sweetmeats**, Biotech Book, Delhi.
- Madhulika Parmar (2014), **Food Safety and Preservation**, Black Printers, New Delhi.
- Pathak R.S. (2014), **Food Security and Global Environmental Change (Emerging Challenges)**, Naryag Books International, New Delhi.
- Ruth.S.K. (2012), **Food storage and preservation**, Navyag Books International, New Delhi
- Sasikumar.. (2014), **Food processing technology Food in Agro Based Sector**, Biotech Books, New Delhi.
- Thomas Norman Morris (2012), **Principles of Fruit Preservation**, Biotech Books, New Delhi.

17RIMU05E11: PROCESSING OF CEREALS AND PULSES (THEORY & PRACTICAL)

(Credits 3 +1=4 Hours : 3+2=5 CFA: 40 ESE: 60)

Objective

- To give theoretical background on production and marketing of Cereals and Pules products

Learning Outcomes

- The students will learn about the process of manufacturing and run the industry successfully

Unit I : Processing of Cereals and pulses

Processing of Cereals and Pulses industry as a village industry under KVIC - Objectives, achievements, programme and goals. Different types cereals and pulses – annual production of cereals Uses of cereals - products from cereals - Anatomy of simple fruits – Anatomy of grass fruits (wheat, barley, paddy etc.,) Primary processing (post-harvest operations - milling, etc.) - Secondary processing (e.g. baking, frying etc.)

Unit II: Grain Products: wide range of added value products Rich Sources Of Complex And Simple Carbohydrates - Composition Of Barley In wheat bran - uses of bran - bran for livestock - by-product - by-product Bakery Products – Equipments - milling equipment, Bagging equipment – Conditioners - Cyclone separators - Diesel engines, Dryers, Maize and rice dehullers - Maize shellers – Mills - Sack stitchers - Seed cleaners/winnowers Production methods - equipment - and quality assurance practices

Unit III: Pulse products - ranges of value added products from pulses – roasted and powdered products - by-product Bakery Products - Production methods - equipment and quality assurance practices - Products and production methods - cereals and flours - Whole grains and pulses

Unit IV: Processing facilities - the site - The building- Roofs and ceilings - Walls - windows and doors - Floors, Services - Lighting and power - Water supply and sanitation- Fuels - Energy conservation - Production planning - Milling,- Baking - Packaging - Equipment maintenance - water quality; test for sand and contaminating microorganisms - Lighting and power - Water supply and sanitation - Staffs, Record keeping - Productivity improvement.

Unit V: Plan for a Small-scale Cereal Milling and Pulse Processing industry - Good Hygienic Practices (GHP) and Good Manufacturing Practices (GMP) - Hazard Analysis and Critical Control Point (HACCP) system - production, processing, hygiene and food safety - Quality assurance, Inspections in Process control - Assessing products, Packaging - storage and distribution services - Grain Suppliers – viable cereal and pulse industries for villages.

Practicals

- Processing of paddy and production of raw rice
- Processing of paddy and production of parboiled rice
- Processing of Pulses (Red gram)
- Processing of Rice flour
- Preparation of Green gram sweet toffee
- Preparation of Papad from black gram
- Preparation of Ground Nut sweet cake
- Preparation of Biscuits
- Preparation of Plain Cake
- Preparation of Wheat Bread
- Visit to modern Pulse (Dhal) Processing Industry
- Visit to modern Rice Milling Industry

References

- Food Preservation** – Sudesh Jood
- Preservation of Fruits and Vegetables** - Siddappa & Giridhari lal
- General principles of food preservation** – Prof. Ali
- Food microbiology** – William Frazier
- Food science & Nutrition** Vol: I – Swaminathan
- Food science & Nutrition** Vol: II – Swaminathan
- F.A.O. Agricultural Bulletin**, 2004.
- Research and Development** - CFTRI
- Processing of Cereals and Pulses** – UNDP magazine
- Cereals and Pulses processing** – Prof.Chowdary

17RIMU05E12 Leather Goods Making

(Theory & Practical)

(Credits 3+1=4 Hours : 3+2=5 CFA: 40 ESE: 60)

Unit: I Leather: Description of leather; structure and properties of leather. General defects. Different types of leather used. Brief study of Processing of leather - Vegetable tanning, chrome tanning and combination tannages. Purchase of leather - measurement and its principles as applicable to leather work. Weights and measures. Area measurement of skins and patterns. Different types of leather goods; Small leather goods, Belts, etc.

Unit II: Leather Art Work: Embossing using spirit colours; Thonging, Weaving, APT lique, Batik, Dyeing, Lacing Burning, Shadings Carving. Hole punching, Metal decoration etc.

Unit III Types of Machines used in Leather Goods Making: Clicking machines, Splitting machines, Skiving machine and Finishing machines. Sewing machines used in Leather Goods Making Flatbed, Cylinderbed, postbed, Single needle, Double needle. Zig Zag sewing machines. Stitching machine with trimmer, stitching machine with roller feed system and stitching machine will drop feed system. Sewing machine: Its parts and maintenance, Reasons for thread breaking and how to prevent it. Reasons for breaking of the needle. Stretch stitching and its remedy. Types of threads and needles, used in sewing machine.

Unit IV. Reinforcements, their types and utility. Textile fabrics and their applications Description of various fittings: Locks, handles, comers, rolleys, fasteners, hinges, buckles, rivets, etc.

Unit V. Adhesives used in Leather Goods Making - Preparation and applications. Basic Tools used in Leather Goods Making: Scissors, Ordinary and Zig Zag, Scale, setsquare, french curves, circle base, compass, hammer, punches - holepunch, eyelet punch - cutting plier, button set, measuring tape, revolving punch, 3- legged last, etc.

References

1. V. Dagli, '**Khadi and Village Industries in Indian Economy**', Commerce Publications, 2001
2. Ashok Mehta Committee Report - **Khadi and Village Industries Commission** - 1986, Murnbai.
3. **The leather working hand book** (Practical) by Valerie Michael - 1994, 2006 published by Cassell & Co. UK. ISBN-13: 978-1-844034-74-1
4. **The Art of making leather cases** Vol - I by A1 Stochiman - 1979 published by Cornell Maritime Press UK. ISBN No: 976-D-87033-039-1)
5. **The leather work book** - 2007 by Rosa Baughan Published by - Princeton university press UK.
6. **The leather craft manual** - by Justin. T. Schilchter published by J\$G loeather Post Box NO: 98 Willis Texas: 77378

Practicals

Stitching: stitching and round stitching. General measurements used in designing pattern making and products making. - Practice in Drawing: Designing Pattern taking - Making patterns, cutting patterns. -Clicking different types of materials by hand machine nature of material, colour and grain matching. -Skiving practice -Manual Skills - Production Work-Stage-wise and final inspection procedures; Packing methods

17RIMU0513: CONSUMER BEHAVIOUR
(Credits 3 Hours: 3 CFA: 40 ESE: 60)

Objective

- To develop an understanding of underlying concepts and issues in Consumer behavior in marketing.

Learning Outcomes

- The students identify the available resources in rural areas for establishment of MSMEs

UNIT I : **Consumer Behavior** - Definition - Nature - Scope - need for studying CB - Consumer research process - Setting objectives - Sample design - Data collection - Report Preparation

UNIT II: **Consumer Buying Behaviour and Buying process** - Buying behavior - Concepts - importance - need and elements involved in buying process - Factors influencing buying process - Economic and legal factor - Social factors - Psychological factors - Behavioral factors.

UNIT III: **Consumer behaviour and decision making models** - Consumer decisions - consumer as decision makers - types of consumer decisions - consumer decision making process - problem recognition – information search - alternative evaluation and selection - Consumer decision making models - Economic model - Psychoanalytic model - Sociological model - Howard & Sheth model - Consumer Decision making

UNIT IV: **Consumer behaviour and market segmentation** - Market segmentation - meaning - definition - bases of market segmentation - requirements of good market segmentation - market segmentation strategies.

UNIT V: **Post purchase behaviour and market regulation** - Defining post purchase behavior - consumer's post purchase dissonance - satisfaction - dissatisfaction - consumer complaint behavior - loyalty marketing - Consumer market regulation - Consumer Protection Act 1986 -rights of consumers - Consumer Protection Council - State Protection Council - Consumer Dispute Redressal Agencies.

References

1. Hawkins, Best and Coney, **Consumer Behaviour**, Tata McGraw Hill, New Delhi
2. John A Howard, **Consumer Behaviour in Marketing Strategy**, Prentice Hall New Delhi
3. Schiffman L G and Kanuk L L **Consumer Behaviour**, Prentice Hall New Delhi
4. Anita Ghatak, **Consumer Behaviour in India**, D K Agencies (P) Ltd New Delhi
5. Sarkar A **Problems of Consumer Behaviour in India**, Discovery Publishing House New Delhi

17RIMUO514: FINANCIAL MANAGEMENT**(Credits 3 Hours: 3 CFA:40 ESE:60)****Objective**

- To introduce the students with the basic fundamentals and tools and techniques of Financial Management in a changing, challenging and competitive global economic environment.

Learning Outcomes

- The students would gain knowledge of preparing capital budgeting, expenditure, inventory and fund flow analysis.

Unit I: Introduction

Finance Functions: Meaning - Definition and scope of finance functions – Objectives of Financial management, Sources of Finance.

Unit II: Capital Budgeting

Capital budgeting: Concept and Importance – Appraisal methods – Pay back Method, Discounted cash flow method, NPV method.

Unit III: Cost Management

Cost of capital: Concept - Importance - classification. Cost of debt – Cost of equity – Cost of retained earnings

Unit IV: Working Capital Management

Working capital management: Working capital management - concepts – Importance – Determinants of Working capital. Cash budgeting,

Unit V: Fund Flow Analysis

Fund flow analysis and ratio analysis - simple problems

References

1. Khan.M.Y and P.K.Jain, **Theory and Problems in Financial Management**, Tata McGraw Hills Publishing Company Limited.
2. Maheshwari.S.N (2009), **Elements of Financial Management**, Sultan Chand & Sons.
3. Pandey.I.M. **Financial Management**, Vikash Publishing House Pvt.Ltd.
4. Prasanna Chandra, **Fundamentals of Financial Management**, Tata McGraw Hill PublishingCompany Limited.
5. Sharma.R.K, Shashi and K.Guppta, **Financial Management**, Kalyan Publication.

17RIMUO515: ORGANISATIONAL BEHAVIOUR
(Credits 3 Hours: 3 CFA:40 ESE: 60)

Objective

- To equip the students with knowledge on behavioural dynamics of Organisations and to develop effective motivational and leadership skills.

Learning Outcomes

- The students would have gained knowledge in the areas of organizational behavior so as to improve the management skills and culture the leadership qualities

- UNIT – I Organisational Behaviour** - concept - nature - scope - significance - Emerging trends in OB - The five anchors of OB-Perception-Process & errors - Improving perceptions - personality development – Determinants of Personality - Personality traits relevant to OB - Learning - Theories & Principles of Learning – Contingencies & Schedules of Reinforcement.
- UNIT - I Motivation** - Early theories - contemporary theories - Stress Management - Concept of stress – Sources & Effects of stress on humans - Management of Stress - Concept of Group Dynamics and Teams – Theories of Group Formation - Team Development - Communication - Concept of two-way & Open Communication - Transactional Analysis.
- UNIT – III Organisational conflict** - Conflict Management - Traditional & Modern view of conflict – Constructive & Destructive conflict - Conflict Process - Strategies for encouraging constructive conflict - Strategies for resolving destructive conflict - Leadership Styles - Models and Theories of Leadership
- UNIT – IV Elements of Organisational Structure** - Traditional & Modern Organisational Design - Power & Politics - Sources & Consequences of Power - Organisational Politics - Types of Political Activity – Controlling Political Behaviour.
- UNIT – V Organisational culture** - Elements of Organisational Culture - Hofstadter culture typology – Management of Change - Forces responsible for change - Resistance to change - Overcoming resistance to change.

References

1. Steven McShane & Van Glina, **Organizational Behavior**, Tata McGraw Hill Publish.Co.
2. Stephen Robbins, “**Organizational Behavior**”. Prentice Hall India Pvt. Ltd New Delhi.
3. Fred Luthans, “**Organizational Behavior**”. McGraw Hill Book Company.
4. Kavita Sharma, “**Organizational Behavior**”, Pearson India.
5. Ricky Griffin & Georgy Moorehead, “**Organizational Behavior**”, Hongh Co. Boston.

**17RIMUO516: MINI PROJECT COVERING
MICRO, SMALL & MEDIUM ENTERPRISES
(Credits 4 Hours:4 CFA:100 ESE: -)**

Objective

- To enable the students to understand functioning of any skilled MSMEs.

Learning Outcomes:

- To enable the students to understand functioning of any selected MSMEs.

Methodology:

Every student will take up a mini project work in the field and specializing on functional area of Management. This may be done individually or by group of students, under the supervision of a faculty member of the Department. At the end of the course. Students have to submit a mini project report

Evaluation Process:

The mini project report will be evaluated by the research supervisor, one of the faculty member from the Department of Rural Industries and Management, and Joint Viva.

Marks Distribution

1. Guide / Supervisor Evaluation	40
2. One Internal Member from the same Department Evaluation (as External)	40
3. Joint Viva voce	20
Total	100

17RIMU05F4 – Extension /Field Visit**(Credit: 2 Hours:4 CFA:50 ESE:-)**

Objective: To enable the students to understand the field realities through adoption of various extension methodologies.

Syllabus

Students will be facilitated to visit the adopted Villages / industries for undertaking extension work as a part of curriculum as per the schedule decided by the department .

The faculty in-charge of this course will be responsible for making the students to prepare a report with photographs / short videos in addition to field reports wherever necessary.

Evaluation

The course evaluation is fully internal. It will comprise of PPT presentation after submission of the extension visit reports which will be followed by viva-voce examination. The faculty in-charge shall submit the marks to the HoD after conducting the PPT presentation and viva-voce.

The marks will be awarded based on the report, PPT presentation and viva-voce as details below.

Report and PPT Presentation : 25 Marks

Viva-voce : 25 Marks

Total 50 Marks

17RIMU06M1: CORPORATE SOCIAL RESPONSIBILITY**(Credits 2 Hours:2 CFA:50 ESE-)****Objective**

To teach the students about CSR on society and environment

Learning Outcomes

- On successful completion of this course the student is able to understand and scan business environment, analysis of opportunities and take decisions.

Unit I: Introduction: Definition- Effects Of Organizational Activity - Principles Of CSR - Prominence Of CSR –Sustainability –Environmental Issues-Externalizing-Social Contract.

Unit II: CSR and Ethics: Introduction-Role of Business Manager – Importance of Performance Measurement Managers and Business Ethics - Corporate Governance.

Unit III: Leadership and Control: Introduction – The Concept of Leadership - Styles of Leadership – Motivation-Sources of Power – Systems of Control – Corporate Planning - Planned and Emergent Strategy – Agency Theory-Limitations of Agency Theory.

Unit IV: Sustainability: Defining Sustainability - Sustainability and The Cost Of Capital – Redefining Sustainability - Distributable Sustainability - Summarizing Sustainability.

Unit V: Globalisation and CSR: Defining Globalization – How Globalization affects CSR - Globalization, Corporate Failures and CSR - Globalization an Opportunity or Threat for CSR – CSR issues in nonprofit organization – accounting issues

References

1. Sanjay Agarwal K., **Corporate Social Responsibility in India**, Response Books, 2008
2. David crowther, **Corporate Social Responsibility**, Gular Aras & Ventus Publishing APS 2008.
3. John Hancock, **Investing in CSR**, British Library Cataloguing, 2005.
4. Wiliam D. Werther & David Chandeler, **Strategic Corporate Social Responsibility**, Sage Publication, 2010.

17RIMU06M2: SERVICES MARKETING
(Credits 2 Hours: 2 CFA:50 ESE)

Objective

- To understand the marketing concept, strategies and practices in services

Learning Outcomes

- The students would have acquired knowledge in principles and concepts of service as applied marketing in day to day business in service sector.
- They would have gained confidence in doing services marketing

Unit I :

Services marketing – introduction – types – nature – characteristics – classification of services – difference between services & products – service marketing management – managing demand & supply.

Unit II:

Services marketing mix-services, product – pricing.

Unit III:

Service promotion – place in service – people in service

Unit IV:

Physical evidence – marketing strategy in services.

Unit V:

Managing service quality – marketing of services – bank marketing – tourism marketing – hospital marketing – airline marketing.

References

1. Appaniah, Reddy, **Services Marketing**, Himalaya Publishing house.
2. Jha.S.M. **Services Marketing**, Himalaya Publishing House.
3. Vasanthi Venugopal, Raghu.V.H **Services Marketing**, Himalaya Publishing House

17RIMU06M3: RETAIL MANAGEMENT
(Credits 2 Hours: 2 CFA:50 ESE)

Objective

- To understand the concept of techniques of retail management

Learning Outcomes

- The students would have experienced in the realities of retail business in their day to day business transaction
- They would have gained confidence in facing challenges in retail business

Unit I : Introduction to retail : functions of a retailer, characteristics of retailing, types of retailers-multichannel retailing, significance of retailing, the global retail market: issues and challenges retail in india: challenges to retail development in india.

Unit II : Retailing strategy : retail market strategy, target market and retail format-building sustainable competitive advantage-growth strategies- the strategic retailing planning process.

Unit III Merchandise management : process overview-the buying organization, merchandise category, evaluating merchandise management performance, types of merchandise management planning processes.

Unit IV Retail pricing : concept and considerations in setting retail prices, pricing strategies, pricing techniques, the internet and price competition. Retail communication mix: communication programs, methods of communicating with customers, planning, implementing and evaluating retail communication programs

Unit V Store management : controlling costs and inventory -store layout, design and visual merchandising: store design and retail strategy, space management, visual merchandising, atmospherics, customer service: setting service standards, meeting and exceeding service standards.

References

1. Chetan Bajaj,Rajnish tuli, Nidi Varma Srivastava,**Retail Management**, Oxford University Press, 2010.
2. Swapna Pradhan, “**Retailing Management Text and Cases**”, McGrawHill,

17RIMU0617: PROJECT
(Credits 4 Hours: 4 CFA:100 ESE)

Objective

- The objective of this course is to enable the students understand and report the general functioning of a selected Industrial unit/ Institution.

Learning Outcomes

- To enable the students to make a research study of a current problem in a Industry / institution and / or among the stake holders and prepare a report.
- To enable the students to understand day to day affairs of cooperatives and link the theoretical learning with the field realities.

Methodology

Every student has to take up a project work in the field of Rural Industries and Management and allied subjects during their sixth semester. This may be done either individually or by group of students (not exceeding five) under the supervision of a faculty member of the Department. At the end of the course, students have to submit a project report not less than 40 pages as per the format suggested under CBCS.

Evaluation

The Staff who serves as supervisor/guide will evaluate the report for 40 marks and another faculty member who serves as external member of the evaluation board will evaluate the report for 40 marks Viva voce shall be conducted to evaluate the performance of the student(s) for 20 marks by the team. The project report will be evaluated by a two consisting of the supervisor as internal member and one of the Faculty Members of the Department of (as constituted by the Head) as an external member.

Marks Distribution

Evaluation of Report (Guide/Supervisor - Internal)	40
Evaluation of Report (External Member)	40
Evaluation of Performance through Viva-Voce (Joint)	20

17RIMUO618: EXPORT MARKETING
(Credits 3 Hours: 3 CFA:40 ESE:60)

Objective

- To understand the concept of export and international marketing, understand export documents and the procedure for exporting, and acquire the knowledge of India's Import-export policy.

Learning Outcomes

- understand the concept of export and international marketing
- understand export documents and the procedure for exporting
- - acquire the knowledge of India's Import-export policy

Unit I :**Export Marketing and International Marketing**

Export Marketing – Functions and Importance of Export Marketing – Scope of Export Marketing – Methods of Entering Foreign Trade – obstacles in export marketing

Unit II:**Marketing Environment, Marketing Mix and Marketing Research**

Marketing Environment – Controllable and Uncontrollable Environment. Concept of Marketing Mix – 4Ps in Marketing. Meaning and Definitions of Marketing Research – Marketing Research Process.

Unit III:**Export Documentation and Procedure**

Export Documents – Types of Export Documents – Stages involved in receiving the Payment of Exports – Banking Procedure of Negotiation. Meaning, Definitions and Types of Letter of Credits – Processing of an Export Order.

Unit IV:**Export Finance**

Terms of Payment in International Trade – Short Term Sources of Finance – Medium and Long Term Sources of Finance – Export Credit and Finance System in India.

Unit V:**India's Import-Export Trade Policy**

Aims of India's Trade Policy – Import Policy and its Features – Features and Objectives of Export Policy of India – Foreign Trade Policy of India – Instruments of Commercial Policy in India.

References

1. Kapoor.D.C. (2002), **Export Management**, Vikas Publishing House (P) Ltd, New Delhi.
2. Kumar.V. (2000), **International Marketing**, Pearson Education (Singapore) Pvt Ltd New Delhi.
3. Shaked Ahmad Siddiqui.Dr. (2011), **International Marketing**, Dreamtech Press, New Delhi.
4. Svend Hollensen (2010), Madhumita Banerjee, **Global Marketing**, Pearson, New Delhi.
5. Warsen J. Keegan, Mark C. Green (2005), **Global Marketing**, Dorling Kindersley (India) Pvt Ltd, New Delhi.

17RIMU0619: TOTAL QUALITY MANAGEMENT**(Credits 3 Hours: 3 CFA:40 ESE:60)****Objective**

- Students would be able to understand TQM process, practices which can be applicable in SMEs

Learning Outcomes

- The students should be efficient in using the different methods in the control of the TQM.

Unit I : Total Quality Management : An Introduction

Introduction – Evolution of quality, Definition, Concept and Features of TQM, Eight building blocks of TQM..

Unit II: Theory's of TQM

TQM thinkers and Thought – Juran Trilogy, PDCA cycle, 5S, Kaizen, Crosby's theory on Quality Management, Deming Principles.

Unit III: Six Sigma

Six Sigma- Features of six sigma, Goals of six sigma, Six Sigma implementation.

Unit IV: Statistical Process Control

Statistical Process Control, The seven tools of quality, Normal curve, Control charts, Process Capability.

Unit V: Quality System

Quality Systems- ISO 9000 - ISO 9000:2000 - ISO 14000 and other quality systems.

References

1. Dahlgaard Jens J., Kristensen K. Kanji Gopal K (1998), **Fundamental of Total Quality Management**, Bross Chapman & Hall, London.
2. For, Roy. (1991), **Making Quality Happen: Six Steps to Total Quality Management**, McGraw-Hill.
3. George, Stephen and Weimerskirch, Arnold (2001), **Total Quality Management; Strategies and Techniques Proven**, Mohit Publications.
4. Hakes, Chris (1991), **Total Quality Management: The Key to Business Success**, Chapman and Hall Pub, New York.
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17RIMU0620: COMPREHENSIVE VIVA**(Credit: 4 Hours: - CFA: 100 ESE:-)****Objective**

- Student's Comprehensive understanding of the courses studied upto VI Semester will be tested.

Methodology

- Each student shall undergo comprehensive viva at the end of the BBA Programme.
- 100 Marks will be awarded for this viva no CFA
- The HOD and all the teaching staff will be the members of the Viva-Voce Board.

Marks Distribution

Evaluation of performance of students through viva-voce is 100 marks.

