

# **VEER NARMAD SOUTH GUJARAT UNIVERSITY**

## **MASTER OF BUSINESS ADMINISTRATION**

**(Full Time)**

**(With Effect From July 2002)**

**Semester – III**

### ***Optional Courses***

#### **5. Rural & Urban Management Group**

<b>ORM 301</b>	<b>Co-operative Management</b>
<b>ORM 302</b>	<b>Rural Marketing</b>
<b>ORM 303</b>	<b>Rural Industrialization</b>
<b>ORM 304</b>	<b>Rural Credit and Finance</b>
<b>ORM 305</b>	<b>Rural Resources &amp; Development</b>

# **VEER NARMAD SOUTH GUJARAT UNIVERSITY**

**MBA (Full Time)**

**Semester – III**

**RURAL AND URBAN MANAGEMENT GROUP**

**ORM 301**

## **Co-Operative Management**

### **Objectives:**

The objective of the course is to expose the students to the functional problems of co-operative organizations in view of the compulsions of technology and the changing market structure with the globalisation of markets.

### **Course Contents:**

Co – operative Administration: A Global Perspective; Ecology of Co – operative Administration; the Co – operative Sector & Economic Development; Co – operative Management; Nature & Functions; Professionalised Management for Co – operatives; Role of Leadership in Co – operative Management; Placement and the Role of the Board of Directors in Co – operative Management; The State and the Co – operative Movement; Effects of Co – operative Law on Management; Long Range Planning for Co – operative Expansion; Policy Making; Executive Direction; Human Resource Management; Organisational Structure; Project Formulation, Implementation and Evaluation; Financial Management; Marketing Management; Procuring Management; Distribution Management; Co – ordination between Trading Co – operatives & Public Sector Trading Agencies; Problems & Prospects;

### **Suggested Readings:**

1. Ansari, A.A. “Co – operative Management Patterns” Amol Pub., Delhi, 1990.
2. Akmat, J.S. “New Dimensions of Co – operative Management, Himalaya Pub. House, 1978.
3. Goel, B.B. “Co – operative Management and Administration” Deep & Deep Pub. 1984.
4. Kamra, Pawan Kr. “Co – operative Management” Deep & Deep Pub. 1987.
5. Sah, A.K. “Professional Management for the Co – operatives”, Vikas Pub. House P. Ltd., 1984.
6. Taimni, K.K. “Managing the Co – operative enterprise ed., Minarva Associates P. Ltd., 1978.

List of cases and specific references including research papers, articles and books will be announced in the class.

# **VEER NARMAD SOUTH GUJARAT UNIVERSITY**

**MBA (Full Time)**

**Semester – III**

**RURAL AND URBAN MANAGEMENT GROUP**

**ORM 302**

## **Rural Marketing**

### **Objectives:**

The objective of the course is to explore the students to the rural market environment and the emerging challenges in the globalisation of the economies.

### **Course Contents:**

Nature, characteristics and the potential of rural markets in India, Socio-cultural economic & other environmental factors affecting rural marketing. Attitudes and behaviour of the rural consumers and farmers; Marketing of consumer durables and no durable goods and services in the rural markets with special reference to product planning, Media Planning, planning of distribution channels and organising personal selling in rural markets in India. Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors; Organization and functions of agricultural marketing in India. Classification of agricultural products with particular reference to seasonality and perishability, Marketing structure and performance. Processing facilities for different agricultural products. Role of agricultural price commission. Role of central and state governments. Institutions and organizations. In agricultural marketing, Unique feature of commodity markets in India. Problems of agricultural marketing; Nature, scope and role of co-operative marketing in India.

### **Suggested Readings:**

1. Arora, RC, Integrated Rural Development, 1979. Schand, New Delhi.
2. Desai, Vasnat. Rural Development, 1988. Himalaya, Bombay.
3. Mishra, SN. Politics and Society in Rural India. 1980. Inter India, Delhi.
4. Porter, Michael E. Competitive Strategy, 1980. Free Press, New York.
5. Rudra, Ashok. Indian Agricultural Economics. Myths and Realities, 1982. Allied, New Delhi.
6. Stalk, George, Competing Against Time, 1990. Free Press, New York.

List of cases and specific references including research papers, articles and books will be announced in the class.

# **VEER NARMAD SOUTH GUJARAT UNIVERSITY**

**MBA (Full Time)**

**Semester – III**

**RURAL AND URBAN MANAGEMENT GROUP**

**ORM 303**

**Rural Industrialisation**

## **Objectives:**

To provide a comprehensive understanding of the Linkages between Rural Industrialisation, Agro – based industries and Rural Development.

## **Course Contents:**

Rural – Urban organizational and industrial patterns : Decentralised Industries : Small and Medium Scale Industries: Choice of Rural, Agro based industries: Issues in the size and Location of Industries: Appropriate technology and issues in the transfer of technology: Rural Labour employment and rural industries: Policy and Development of Cottage Industries: Organization and administration of KVIC: Promotional measures: Subsidies, Incentives and financial inputs: Issues in product development, Pricing, Quality marketing and Local Governments: Socio-economic impacts of Rural industrialization: Sectoral Systems Approach to Rural Industrialization.

## **Suggested Readings:**

1. Acharya, S.S. and Agarwal, N L. “Agricultural Marketing in India”. 1987. Oxford & IBH, New Delhi.
2. Dasgupta, S. “Diffusion of Agricultural Innovation in Village India”. 1989. John Wiley, New York.
3. Desai, Vasant. “Rural Development” 1988. Himalaya, Bombay.
4. Dholakia, R.H. and Iyenger 5. “Planning for Rural Development: Issues and Case studies”. 1988. Himalaya, Bombay.
5. Hanumantha. Rao, C H. “Technological Change and Distribution of Gains in Indian Agriculture”. 1975, Macmillan, Delhi.
6. Papola, T.S. “Rural Industrialisation” 1982, Himalaya, Bombay.
7. Thakur, S.Y. “Rural Industrialisation in India: Strategy and Approach”. 1986. Sterling, New Delhi.

List of cases and specific references including research papers, articles and books will be announced in the class.

# **VEER NARMAD SOUTH GUJARAT UNIVERSITY**

**MBA (Full Time)**

**Semester – III**

**RURAL AND URBAN MANAGEMENT GROUP**

**ORM 304**

## **Rural and Credit Finance**

### **Objectives:**

To provide a conceptual framework and understanding of financial management practices and methods for rural development agencies.

### **Course Contents:**

Rural Indebtness: Factors, Analysis and Implications: System of Rural and Agricultural Credits in India: Short term, Medium term and Long term Credit Systems. Rural Credit : Needs, Objectives, Sources (Institutional, Non-institutional), and Types. Role of Central, State and Local Bodies. Role of Co-operatives and Commercial Banks. Integrated Agricultural Credit Services. Multi agency approach to Rural Credit and Agricultural Finance. Structure and Responsibilities of Credit Agencies Loans Overdues and Recovery, Farm Credit and Modernisation: District and Block level Credit Planning: Refinance: Purpose, Guidelines, Terms and Conditions: Credit Facilities and Support Services.

### **Suggested Readings:**

1. Ajit Singh, "Rural development and Banking in India Theory and Practice". 1985. Deep & Deep, New Delhi.
2. Dandekar, V.M. "Financing Small and Marginal Farmers Through Co-operative Credit Structure". 1976. Allied, Bombay.
3. Desai, Vasant, "Rural Development: Organisation, and Management, vol-3, 1988. Himalaya, Bombay.
4. Jain, S.C. "Management in Agricultural finance". 1970. Vora, Bombay.
5. Naidu, L.K. "Bank Finance and Rural Development". 1986. Ashish, New Delhi.
6. Tokbi, M.R. and Sharma, D.P. ed. "Rural Banking in India"., 1975. Oxford, Delhi.

List of cases and specific references including research papers, articles and books will be announced in the class.

# **VEER NARMAD SOUTH GUJARAT UNIVERSITY**

**MBA (Full Time)**

**Semester – III**

**RURAL AND URBAN MANAGEMENT GROUP**

**ORM 305**

## **Rural Resources and Development**

### **Objectives:**

To provide an in-depth understanding of the problems and processes of rural development ecology, resources and other major developmental issues.

### **Course Contents:**

Rural economy, Income, resource distribution and gaps: Rural ecology, Irrigation, Water supply and habitation: Land holdings, assets distribution and Land reforms: Land Utilisation and cropping patterns: Agricultural productivity: Technology inputs – Water, Electrification, Fertilisers. Seeds, Implements, Plant protection and subsidies: Manpower: Employment, Migration: Rural Women: Status, Role and participation: Forest Resources and Social Forestry: Special area Development programmes: Wasteland development: Public services and Extension services.

### **Suggested Readings:**

1. Arora, R.C. “Integrated Rural Development”. 1979. S. Chand, New Delhi.
2. Bansil P.C. “Agricultural Statistics in India”. 1974. Arnold Heinemann, New Delhi.
3. Gupta A. “Ecology and Development in the Third World”. 1988. routledge, London.
4. Hanumantha Rao, C. “Agricultural Production” Functions Costs and Returns in India”. 1965. Asia, Delhi.
5. Joshi, PC. “Land Reforms in India”. 1975. Institute of Economic Growth, Delhi.
6. Joshi, Ved. “Migrant Labour and Related Issues”. 1987. Oxford and IBH, New Delhi.
7. Khusro, AM. “The Economics of Land Reforms and Farm Size in India”. Institute of Economic Growth, Delhi.

List of cases and specific references including research papers, articles and books will be announced in the class.