परिचय

या परिपत्रकाने सर्व संबंधितांना कल्पित विषयात येते की, नूतन विद्यापीठासाठी संलग्नत पुष्पस्कल अहिन्दीदेवी होडकर महाविद्यालय, रणीसावराव, ता.  गंगाखेड, जि. परभणी, येथील मानवविज्ञान विद्यासाहित्यातील C.B.C.S. (Choice Based Credit System) Pattern 

नुसारचा खालील अभ्यासक्रम शैक्षणिक वर्ष २०१८-१९ पासून नव्याने लागू करण्याच्या दृष्टीने मासीखा परिपत्रका कार्यांतर मानवात्मा अध्ययन प्रकार. तथापि महोदयांनी मानकता दिलेली आहे. तसेच या संदर्भातील यापूर्वीचे परिपत्रक क्र.शैक्षणिक(१)/परिपत्रक/पदवी—सीबीसीएस अभ्यासक्रम/२०१७-१८/५०७, दिनांक १५.०६.२०१७ रद्द समजून येउनाच.

1. B.A. (Rural Management) - I Year

सदृश परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेत— स्थानावर उपलब्ध आहेत. तरी सदृश बाबा ही सर्व संबंधितांच्या निर्देशनांस आणून दायावी.

'जानलैं' परिसर,
विणुपूरी, नाणैद— ४३१ ६०६.
जी.क्र.: शैक्षणिक(१)/परिपत्रक/पदवी—सीबीसीएस अभ्यासक्रम/२०१८-२०१९/५०७

दिनांक : ३०.०७.२०१८.

प्रत माहिती व पुढील कार्यवाहीस्तव :  
१) माजी कुलविविध याचे कार्यवाही, प्रस्तुत विद्यापीठा,
२) मां. सूचालक, पदवी व मूलभार्त मंडळ, प्रस्तुत विद्यापीठा.
३) प्राप्तावर, पुष्पस्कल अहिन्दीदेवी होडकर महाविद्यालय, रणीसावराव, ता.  गंगाखेड, जि. परभणी.
४) उपकुलस्वाच्छिक, पदवीयात विभाग, प्रस्तुत विद्यापीठ.
५) साहा अहिन्दी सविभाषित, पदवी विभाग, प्रस्तुत विद्यापीठ.
६) सिस्टेम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

या परिचयाचा संकेत विद्यापीठाच्या साधनांस देऊन— उपकुलस्वाच्छिक शैक्षणिक (२—अभ्यासक्रमाच्या) विभाग
SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY,  
“Dnyanteerth”, Vishnupuri, 
NANDED – 431 606 (M.S.)

BACHELOR OF ARTS (B. A.)  
IN  
RURAL MANAGEMENT  
SYLLABUS

BARMFY  
Semester Pattern  
(Choice Base Credit System)  
BARM FIRST YEAR

(With Effective from 2018-19)
CHOICE BASED CREDIT SYSTEM (CBCS) SEMESTER PATTERN

B.A.R.M. (UG) Programme under Faculty of Social Science

(With Effect from Academic Year 2018-19)

Name of the Faculty: Social Science

**Total Credit: 122 Average Credits Per Semester: 23**

**Note:**

Assessment Shall Consist of Continuous Assessment (CA) and End of Semester Examination (ESE)

Weightage: % for ESE & % for CA

Each Paper is of 3 Credits

Paper- (Elective) Transfer of Credit as per Student choice.
Choice Based Credit System (CBCS) Course Structure (New scheme)

Faculty of Social Science
B.A.R.M. First Year Syllabus
Semester Pattern effective from 2018-19

Subject: B.A. (Rural Management)

<table>
<thead>
<tr>
<th>Semester</th>
<th>Core Course</th>
<th>Paper No.</th>
<th>Name of Paper</th>
<th>Lectures /Week</th>
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<th>ESE</th>
<th>Total Marks</th>
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<td>BARM II</td>
<td>Economics for Managers</td>
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<td>Marketing Management</td>
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<td>Microfinance and Rural development</td>
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</table>
BACHELOR OF ARTS (B.A)  
IN  
RURAL MANAGEMENT

REGULATIONS:
- The course for the Degree of Bachelor of Arts in Rural Management shall extend over a period of three academic years, divided into six semesters for full time course.
- Each semester of six months shall consist of 07 theory subjects and 01 practical each carrying 75 marks hence total of 575 marks. A Student may be a candidate for semester examination if he/she has passed H.S.C in arts, science or commerce or an equivalent examination.
- The following shall be subject:
  Semester-wise Distribution of papers is below.

CBCS-Paper Pattern in the Subject of  
B.A. (Rural Management)  
B.A.R.M. First Year  
(Effective from 2018-19)

<table>
<thead>
<tr>
<th>SEMESTER-I</th>
<th>SEMESTER-II</th>
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<tbody>
<tr>
<td>Paper No.</td>
<td>Name of Paper</td>
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<tr>
<td>I</td>
<td>Concepts of Management</td>
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<td>IV</td>
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<td>V</td>
<td>Research methodology for Management</td>
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<tr>
<td>VI</td>
<td>Communication Skill – I</td>
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<td>Name of Paper</td>
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<tr>
<td>VIII</td>
<td>Rural marketing</td>
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<tr>
<td>IX</td>
<td>Rural Business Environment</td>
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<td>X</td>
<td>Woman and Children in Rural Development</td>
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</table>
Objective: -

- Imparting understanding on nature of managerial job in term of principles, skills & roles.
- Familiarizing students with the basic elements of management process.
- Helping learners evolve an integrated perspective of discipline of management & inter-linkages of this course with other core and functional area courses.

Course content:

Unit -I: Introduction Management: 10 periods

Meaning, Scope and process of management, managerial skills, level and roles, Evolution of management theory.

Unit -II: Planning and Decision-Making: 15 periods

Meaning, Scope and importance of planning, Strategy making: formulation vs crafting model, Goal setting: vision, mission, objective, strategy, goals and targets, Management by objectives, Decision making; managerial decision making models.

Unit -III: Organizing: 15 periods

Division of work & various of organisational structure; power, authority and responsibility, delegation and decentralisation, coordination.

Unit-IV: Actuating and Directing: 15 periods

Leadership and collaboration, leader vs manager; Brief discussion on theories of leadership, motivating others, content theories of motivation, communication process; barriers to communication.

Suggested Reading:

Objective: -

• To create an understanding of the relevant concepts and analytical tools of economic theory.

• To develop economic way of thinking.

• To enable the learner apply the economic concepts and tools in managerial decision-making.

Course Content:

Unit-I: Introduction to Economics: 10 periods

Principles of Economics; Theory of the firm; demand and supply analysis; elasticity of demand, demand forecasting.

Unit -II: Production Process and Cost Analysis: 15 periods

Properties of production function, Law of diminishing returns; Isoquants and returns to scale; Cost concepts and cost curves (short and long run); economics of scale and scope.

Unit-III: Market Structure: 15 periods

Price and output under perfect competition, monopoly; monopolistic competition and oligopoly; price discrimination.

Unit-IV: Macro Economics: 15 periods

Circular flow of economic activities; National Income: concepts and measurement, Instruments of Fiscal policy; tools of Monetary policy.

Suggested Reading:

Paper No.III
Human Resource management

Credits: 03     Periods: 55     Marks: 75

Objective: -
• To familiarise the students with Human Resource Management. Concept and function.
• To help the students in identifying problems in the management of Human Resources.
• To acquaint the students with different strategies and legislations used in management of HR related issues in the organisation.

Content:

Unit I: Introduction to Human Resource Management : 10 periods
Evolution of HRM, Relevance of HRM, Challenges faced by HRM, Human Resource Functions, Systems Model of HRM Functions, The Indian Scenario of HRM.

Unit II: Manpower Management 15 periods
Human Resource Planning, steps in HRP, Succession planning, recruitment and selection, Training and career development, training administration, training needs analysis, job analysis - job description and job specifications.

Unit III: Compensation, Benefits and Performance Management 15 periods
Principles of wage determination, Salary structure, grades, range, overtime payments, job evaluation, purpose, methods and procedure, wage policies and regulations in India, performance management.

Unit IV: Industrial Relations 15 periods
Industrial relations machinery, preventive and settlement machinery, discipline in industry, grievance and the procedure for the Redressal of grievance, Roles, rights and responsibilities of trade union, collective bargaining, worker's participation in management.

Suggested Readings:
Objective:

- To familiarise with the basic concepts, and techniques of marketing management.
- To understand the behaviour of consumers.
- To create awareness of marketing mix elements.
- To analyse and solve marketing problems in the complex and fast changing business environment.

Course Content:

Unit- I: Marketing Basics: 10 periods
Marketing and its core concepts, Marketing Management and its tasks, different philosophies of marketing management, marketing micro environment, marketing macro environment.

Unit -II: Major Marketing concepts and Consumer Behaviour 15 periods
Concepts and components of marketing mix, target marketing, market segmentation and positioning, market targeting, consumer buying behaviour, consumer buying decision process.

Unit -III: Managing Products 15 periods
Basics concepts of a product, product mix and product line decisions, branding decisions, new product development process, innovation diffusion process.

Unit- IV: PLC and Pricing 15 periods
Product life cycle strategies, meaning and significance of price, factors influencing pricing, general pricing, approaches, pricing practices and strategies.

Suggested Readings:
5. Jha & Singh: Marketing Management in Indian Perspective.
Paper No.V

Research Methodology for Managers

Credits: 03     Periods: 55     Marks: 75

Objective:
- To provide students an insight into various sources of business research data and examine processes for collecting data and analysing the same.
- To learn how to prepare and present marketing research reports.
- To develop skills to evaluate the changing nature of business research and assess the contribution of these changes to actionable business research.

Course Content:

Unit-I: Business Research: An Introduction: 10 periods
Introduction to basic concepts; Stages in the Research process; problem definition, Research objective, types of Research Significance of business research in Managerial decision making; Business research in practice.

Unit-II: Research Designs & Data collection Techniques: 15 periods
Classification of Research Designs; Exploratory, Descriptive and conclusive Research designs; causal Research; secondary Data- Nature, Sources and Advantage; primary Data-Nature, Types, means & issues in obtaining primary Data.

Unit-III: Measurement, Attitude Scales and Questionnaire Design: 15 periods
Concept of Measurement, scales of measurement - Their types and properties, measurement of attitude and scaling procedures, questionnaire design and testing.

Unit IV: Sampling, Hypothesis Testing and Data Preparation 15 periods

Suggested Readings:
Content:

Unit-I: Spoken and Written Language: 15 periods

Spoken and written Language-Conducting meetings: preparing an agenda, chairing and participating in a meeting, keeping notes and preparing the minutes

Unit-II: Appearing for a Job Interview: 20 periods

 Appearing for a job interview: preparing bio-data, appearing for and conducting an interview, Making a presentation at a workshop. Reading up some pre- given material on a topic, preparing a written speech, delivering it and making points on transparencies. Introduction to Non verbal communication: Posters, Wall Magazines.

Unit-III: Reading & Writing Skills: 20 periods

Reading skills: I - reading a newspaper/magazine article, reading a simple novel
Writing skills: I - writing a review: book, article, newspapers, etc; writing a small article for the newspapers based on field reporting.

Suggested Readings:

1) प्रा. एन.डी. आपटे., (२००२): अशी ही इंग्रजी, राजहंस प्रकाशन, पुणे.
2) हृ. उमेशचंद्र शुक्ल., (२००३): हिंदी व्याकरण-रस छंद अलंकार सहित, वाणी प्रकाशन, नई दिल्ली.
3) ह.अ. भावे., (१९९५): मराठी-इंग्रजी शब्दकोश., वरदा बुक्स, पुणे.
4) अब्दुल-सलाम चाऊस., (२००५): चाऊस डिक्शनरी-मराठी इंग्रजी डिक्शनरी, अल्टिमेट पक्केजेशन, नागपूर.
5) प्रा. आर.सी. पाठक., (२००२): स्टेंडर्ड इंग्रजी डिक्शनरी-अंग्रेजी-हिंदी., री गंगा पुस्तकालय, वाराणसी.
6) एस.डी. सोहनी., (२००३): अ न्य वेश्यश डिक्शनरी ओँ नितीन इंग्रजी., नितीन प्रकाशन, पुणे.
Course Contents

Unit-1. Rural Development and Natural Resources: 20 periods

Agriculture and Rural Development cross country perspectives; Rural income diversification and rural industrialisation/enterprises; Natural Resources and Rural Development (Water, Forest, Rural Energy etc)

Unit-2. Microfinance: 20 periods

Microfinance and Rural Poverty Reduction experiences; Rural health, primary education and housing; Rural Infrastructure and Development

Unit-3. Rural Problems: 15 periods

Rural Development; Poverty, Food Security, Gender, Environment, Equity and ICT– country experiences

Reading List


Second -Semester:

Paper No. VIII

Rural Marketing

Credits: 03     Periods: 55     Marks: 75

Objectives:

- To create awareness about the applicability of the concepts, technique and process of marketing in rural context.
- To familiarise with the special problems related to sales in rural market.
- To help understand the working of rural marketing institutions and agriculture products.

Course Content:

Unit I: Rural Markets: 10 periods

Characteristics and salient features of rural markets, and evolution of rural market and marketing in India.

Unit II: Products for Rural Markets: 15 periods

Product Planning, market research, segmentation and product identification, and forecasting.

Unit III: Pricing and Marketing Communication: 15 periods

Pricing strategies and policies for the rural Markets, Price determination, price discount, marketing communication for rural markets, and special characteristics of rural advertising and promotion.

Unit IV: Selling and Distribution: 15 periods

Sales management for rural markets, special features of sales planning and programming for rural marketing, Marketing channels and distribution strategies, and logistics and support system for rural market.

Suggested Reading:
1. Philip Kotler, Marketing Management, Analysis, Planning implementation and control.
4. Rajagopal, Rural Marketing in India, Renaissance, Delhi.
Paper No. IX

Rural Business Environment

Credits: 03
Periods: 55
Marks: 75

Objective:
- The objective of the course is to familiarise and enable the students to understand rural environment of business in India.
- The focus of the course will be on understanding the social, cultural, institutional, economics and political environment in which business is conducted in contemporary rural India.
- Understanding the existing scenario and dynamics of the large rural environment would facilitate better, efficient and effective decision making for management of business in rural setting.
- This course intends to provide general overview of the rural business environment in post independent India with a focus on the current scenario.

Course content:

Unit I: Understanding contemporary India Rural Society: 10 periods
Understanding contemporary rural situation, rural social stratification and cast system, rural class structures and changes, farm size classification and change, Rural power structure and change, rural politics and change, process of socio-culture change - sanskritisation, westernisation, secularisation, etc.

Unit II: Agrarian Reforms, Movement and Crisis: 15 periods
Land Reforms and socio-economic change, Green revolution and its impact, farmers movements and others agrarian movements, agrarian crisis and farmers suicides.

Unit III: Rural Institutions: 15 periods
Rural institution arrangements - Rural Financial institution, RRBs, CBs, MFIs, Cooperative institutes, cooperative credit societies.

Unit IV: Rural Economics and Production Systems: 15 periods
Aspects of rural economy, Agro climatic resources and regions of India, Indian Monsoon and its impacts on agriculture, main production system- agriculture and allied system, dry land agriculture, rural non-form sector, horticulture, animal husbandry and dairying, fisheries, forest- based production system, exiting gaps and potential for increases .

///Suggested Reading:
1. J.B. Chaitmbar, introductory rural society, new Age international Publisher, New Delhi.
Objective:

- This Perspective of this course is not limited to the course as stated in the Section-A.
- This section is again divided into two.

Course Content:

Unit-I: Women Development: 10 periods
Position (Social, economic, political) and development of women, their special needs and various. Efforts being undertaken towards their development.

Unit-II: Child Development: 15 periods
Health Profile: Sex ratio, maternal mortality and morbidity causes behind current status, relationship between women work and health gender biasness in accessing health care family planning and welfare, its limitation, reproductive right, HIV / AIDS and health of women. Educational profile, constraints and opportunities for female education.

Unit-III: Nature of Women’s Movement: 15 periods
Shift from welfare to empowerment, concept empowerment, and strategies of organisations working with women, SHG, micro-credit programmes for women.

Unit-iv: Crime Against Woman: 15 periods
Female feticide, infanticide, dowry, domestic violence, sexual harassment at work place; legal provisions for the above.

Suggested Reading:

4. डॉ. मा.फि. खड़से., (१९९५): भारतीय सामाजिक समस्या., श्री मंगेश प्रकाशन, नागपुर.
5. भवाळकर, तारा., (२००२): लोकपरंपरा आणि स्त्री प्रतिज्ञा., लोकवाद:मथ गृह प्रकाशन, मुंबई.
6. लीला दुबे., (२००५): लिंगभाव का मनोवैज्ञानिक अन्वेषण, वाणी प्रकाशन, नई दिल्ली.
7. विश्वनाथ काशीनाथ राजवर्डें, (२००५): भारतीय विवाह संस्था का इतिहास., वाणी प्रकाशन, नई दिल्ली.
Paper No. XI

Financial Accounting

Credits: 03     Periods: 55     Marks: 75

Objective:
- This paper aims at providing basic as well as practical knowledge of financial accounting.
- To understand the concepts, procedures, methods and system for Government for Non-Governmental Organisation.

Course Content:

Unit-I: Concepts of Accounting: 10 periods
Concepts of accounting, meaning, concepts, convention, branches and objectives of accounting, basic accounting procedure, principles and procedures of Double entry system, advantages and uses.

Unit-II: Preparation of Journal Leger and Trial Balance: 15 periods
Preparation of Journal Leger and Trial balance, Concept, Methods of preparation and limitations of trail balance.

Unit-III: Final Account: 15 periods
Final Accounts; Preparation of trading, profit and loss account and Balance Sheet, Adjustments in Final Accounts.

Unit-IV: Accounting System of Non-Governmental Organisation: 15 periods
Accounting System of Non-Governmental organisation, receipts and payment account, income and expenditure account and Balance sheet. Methods and use of Deprecations.

Suggested Reading:
Paper No. XII

Business Communication

Credits: 03     Periods: 55     Marks: 75

Objective:

- Understand nuances of organisation communication.
- Gain clarity about themselves and their career goals so that they may excel in forms of communication used in employment screening.
- Learn key elements of verbal and non-verbal communication important for them in their professional life.
- Appraise various forms of organisational communication they are likely to encounter in their work life.

Content:

Unit-I: Communication Process: 10 periods
Communication process, types of communication, Interpersonal and organisational communication, communication Barriers.

Unit-II: Gaining Self Awareness: 15 periods
Gaining Self Awareness, Johari's windows, Developing career plan, How to write a job application letter, Resume writing.

Unit III: Elements of Oral Communication: 15 periods
Elements of public Speaking, Group discussions: concepts, Effective Business Presentation, Types of Job Interviews, How to prepare for Interview.

Unit IV: Non-verbal Communication and Body Language: 15 periods
Non-verbal communication and Body Language, Listening skills.

Suggested Readings:

Paper No. XIII

Communications Skills -II

Content:

Unit-I: Reading Skills II: 15 periods

Preparing a bibliography, doing reference work, reading a non-fiction book on a social issue, accessing the internet for material.

Unit-II: Writing Skills II: 15 periods

Summarising key points in an article, writing a survey of literature on a topic, writing a paper, writing a book review (of the book read above), writing a project proposal and reports. Workshop on public speaking.

Unit-III: Language Skills: II 15 periods

Language training for writing records, note taking, comprehension, précis and various types of letter writing.

Suggested Readings:

1. प्रा. एन.डी. आपटे., (२००२): अशी ही इंग्रजी., राजहंस प्रकाशन, पुणे.
2. डॉ. उमेशचंद्र शुकल., (२००३): हिंदी व्याकरण-रस छंद अलंकार सहित., वाणी प्रकाशन, नई दिल्ली.
3. ह.अ. भावे., (१९९५): मराठी-इंग्रजी शब्दकोश., वरदा बुक्स, पुणे.
5. प्रा. आर.सी. पाटक., (२००३): स्टेंडर्ड इंग्लिश टेक्स्टबुक डिव्यानरी-अंग्रेजी-हिंदी., श्री गंगा पुस्तकालय, बाराणसी.
6. एस.ढी. सोहनी., (२००३): अ न्यू येशल डिव्यानरी ऑफ लिप्सेंग्लिस्था., नितीन प्रकाशन, पुणे.
11. L. Bovee Tony Alessandra and Phil.: Communicating at Work Hunsaker.
Microfinance and Rural Development

Course Contents:

Unit-1. Rural Banking: 15 periods

Rural Banking – Issues and concerns in providing universal financial access – Review of institutional arrangements for rural credit in India – Banking with the poor – Understanding Microfinance – Various services and products under Microfinance – approaches to microfinance delivery in India

Unit-2. Rural Insurance: 20 periods


Unit-3. Government Programme: 20 periods

Government programmes and initiatives in providing rural insurance. Innovations in insurance services in rural areas – weather insurance, market insurance, stock insurance etc. MFIs and microinsurance - Demand and supply of microinsurance – innovations in providing microinsurance – bundling of services etc.

Reading List


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