

SEMESTER-III

FINAL YEAR

Semester-III

- MS-301 Entrepreneurship Development
- MS-302 Summer Training Project Report
 - Module Major: Paper-1
 - Module Major: Paper-2
 - Module Major: Paper-1
 - Module Major: Paper-2
 - Module Minor: Paper-1
 - Module Minor: Paper-2

Semester-IV

- MS-401 Major Research Project
 - Module Major: Paper-1
 - Module Major: Paper-2
 - Module Minor: Paper-1
 - Module Minor: Paper-2

MS-301 Entrepreneurship Development

Entrepreneurship Development

Unit 1st: Entrepreneurship: Concept, Types of Entrepreneurship, knowledge and skills requirement; Characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship, Entrepreneur v/s Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager,

Unit 2nd: Entrepreneurial Environment, Rural Entrepreneurship, Theories of Entrepreneurship, Legal Forms of Enterprises, Entrepreneurship Development Program: Needs and Objectives of EDPs, Phases of EDPs, Evaluation of EDPs

Unit 3rd Feasibility & Prefeasibility study, Fundamental of a good feasibility plan & Components of feasibility – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.

Unit 4th Institutional Assistance, Role of Government in promoting Entrepreneurship, MSME policy in India, Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), Role of SIDBI.

Unit 5th Small Skills Unit, Dynamics of small business environment - Causes for small business failure - Success factors for small business, Women Entrepreneurship: Meaning, Characteristic features, Problems of Women Entrepreneurship in India, Developing Women Entrepreneurship in India, Incentive subsidiary

Suggested Readings

1. S.S.KHANKA “Entrepreneurial Development” S.Chand & Co. Ltd. Ram Nagar New Delhi, 1999.
2. Hisrich R D and Peters M P, “Entrepreneurship” 5th Edition Tata McGraw-Hill, 2002.
3. E. Gordon & K. Natarajan Entrepreneurship Development Himalaya 2008\
4. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi.
5. Hisrich, Robert D., Michael Peters and Dean Shepherded, Entrepreneurship, Tata McGraw Hill, ND

MS-302 Summer Training Project Report

At the end of second semester, all students will have to undergo summer training of 6 weeks with an organization by taking up a project study. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the department in organizations as approved by the Department / Faculty from time to time. Each student will be required to submit a project report to the Department / Faculty for the work undertaken during this period within five weeks of the commencement of the third semester for the purpose of evaluation in the fourth semester.

Specialization: Electronic Business

Module 1

EB-01 Principles of E-Commerce

EB-02 E-Commerce Progression

MODULE 2

EB-03 E-Business Philosophy

EB-04 E- Business Technologies and trends

Module 3

EB-05 Information and Network Security

EB-06 Database Management System

Module 4

EB-07 Internet Programming for e-Business/ e- Commerce

EB-08 Programming Lab

Module 5

EB-09 Knowledge Management System

EB-10 Managing E Channels

Module 5

EB-11 Warehouse Management and Data Mining (WMDN)

EB-12 Logistic and Supply Chain Management

Module 5

EB-13 Digital Marketing

EB-14 E-Advertising

EB-01 Principles of E-Commerce

Objective:

The objective of this paper is to educate the learner about e-Commerce concepts along with applications and its structure in India.

To inform the students about the fundamentals, security issues & measures, philosophy and database management.

Course Contents:

Module 1

UNIT 1 Introduction to e-Commerce

E-Commerce – Introduction, Definition, Scope, Electronic Commerce- Market – Trade Cycle, Electric Data Interchange, Internet Commerce, Forces fueling E-commerce, E-Commerce Functions, Challenges to traditional methods, E-commerce industry framework, Information superhighway, Types of E-commerce, Scope and limitations of e-commerce.

UNIT 2 Fundamental of e-Business

Road map for moving a business to E-business, E-Com Vs E-Business, E-business communities, Model for E-business, E-business Trident, E-SCM, E-CRM, ERP, Business Process Reengineering.

UNIT 3 E-Business Analysis and Design

E-business and structural transformation, Integrated Solutions, Integrated Enterprise Applications, Wireless Applications, constructing Electronic Business Design, Steps, Analysis, Diagnosis, Reversing Value Chain, Evaluation and Selection.

UNIT 4 Business Strategies for E-Commerce

Value Chain, competitive Strategy and advantages, Business Strategy – B2B and B2C, B2B-Inter organizational transactions, EDI, Benefits, Technology, Standards, Security, on line business, B2C – Consumer transaction, e-shop Internet.

UNIT 5 Structure of E-Commerce

Internet and Its role in e-commerce, Internet Service Provider and Internet Access Provider, Procedure of registering Internet, Domain, establishing connectivity to Internet, Tools and services of Internet, Internet v/s online services, Procedure of opening e-mail accounts on Internet, on line payments.

Suggested Readings

- Computer Today - S. Bansundara
- E-Commerce: The Cutting Edge of Business - Bajaj and Nag , Tata McGraw Hill
- E-Commerce Concepts Models & Strategies – C.S.V.Murthy, Himalaya Publication.
- E-Commerce – Mathew Rergnolds, Wrox publication Communication
- Global Electronic Commerce- Theory and Case Studies J Christopher Westland, H K Clark- University Press
- E-Commerce – an Indian perspective – P T Joseph – Prentice Hall, 2/e, 2005

EB-02 E-Commerce Progression

Objectives

The objective of this paper is to educate the learner about e-Commerce technology and tools with some security aspects in their uses.

Course Contents:

UNIT 1 Transaction Security

Firewalls & N/W security, Type of firewall, security policies, Emerging firewall management issue, Transaction security, Types of online transactions, Requirement for online transactions.

UNIT 2 Encryption and Transaction Security

Secret –key Encryption, Public key Encryption, Secret key Cryptography, Encryption and Decryption, Authorization and Authentication, Encryption algorithms, Decryption Implementation & management issues, secure socket layers (SSL), Security & online web based banking.

UNIT 3 Security of e-commerce

Internet security, Setting up Internet security, Maintaining secure information, Encryption Issues, Digital signature and other security measures, Firewall.

UNIT 4 Payment Systems

Electronic Data Interchange, Digital cash, properties, Electronic check & benefits, Online credit card system, Types of credit card payments, Secure electronic transactions (SET), Other emerging financial instruments, Debit card & Point of sale(POS), Debit card & E-benefit transfer, Smart cards.

UNIT 5 - E-Payment

Overview of E-payment system, transactions through Internet, electronic fund transfer, intelligent agents, Requirements of e-payment systems, functioning of debit and credit cards, Pre and Post payment services. Different e-Transactions: E-com & Banking, E-com & Retailing, E-com & Online Publishing

Suggested Readings

- E-Commerce – S. Jaiswal
- E-Commerce Strategy, Technology & Applications – David Whitely, TMGH
- Electronic Payment Systems for E-Commerce - Michael A. Peirce, Hitesh Tewari, O'Mahony Donal.

Module 2

EB-03 E-Business Philosophy

Objectives

The objective of this paper is to educate the learner about e-Business philosophy and various components of it.

Course Contents:

UNIT 1 - Introduction to E-Business

Evolution of E-Business, Principles of E –business, E-business models, E-Business Strategies, Legal Aspects of E-Business, Steps to Successful E-Business

UNIT 2 - E-Business Issues & Internet Marketing

Organizational issues, implementation issues, marketing issues, Internet marketing, different stages of Internet marketing, Critical success factors for Internet marketing, Managing Search Engine, Building online Trust.

UNIT 3 E-business frameworks

Channel Enhancement, Global Markets, E-Selling, E –Buying, E –Procurement, Convergence strategies. E-Business Design: Overview, Steps in e-business design, reversing the value chain, Knowledge building, E-market models, Service and Operation Excellence, Coalitions.

UNIT 4 Issues and Challenges in E-Business

Consumer Protection, Cyber Crimes and Cyber Laws, E-cash advantages and disadvantages, Electronic data interchange, Data mining and E-Marketing

UNIT 5 E-Business Operations and Processes

Competitiveness, Profitability and productivity, Operations success- Competing through effective operations, Processes-Products and services to match customers needs, Interactive models and software windows for daily operations decisions- Enterprise software- readability and enhanced functionality of SAP R/3 information

Suggested Readings

- E-Business Fundamental by Bansal SK
- E-Business by Gupta VK
- E-Business and E-Commerce Management 2e by Dave Chaffey
- The E-Business Book: A Step-by-Step Guide to E-Commerce and Beyond by Davle M SMith

EB-04 E-Business Technologies and Trends

Objectives

The objective of this paper is to educate the learner about Trends and technologies of e-Business in various business sectors like marketing, governance, trading etc.

Course Contents:

UNIT 1 E- Marketing

Marketplace v/s Market space, Impact of e-commerce on market, Marketing issues in e-marketing, Direct marketing, One-to-one marketing.

UNIT 2 E-Trading

Areas of e-financing, E-Trading, Trading v/s e-trading, Importance and advantages of e-trading, Operational aspects of e-trading, E-Trading in India

Unit 3 E-Ticketing:

Online booking systems, online booking procedure-Railways & Airlines, Tourist and Travel Industry, Hotels and Entertainment Industry

UNIT 4 E-Banking

Concept, Traditional v/s E-banking, Indian E-Banking Environment, Production and Distribution in E-Banking, Key Issues in E-Banking, Future of E-Banking.

UNIT 5 E-Governance

Overview of E-Governance, E-Governance Strategies, E-Governance in Rajasthan/India, Government Portals and Enterprises, E-Governance in Global Scenario.

Suggested Readings

- E-government: From Vision To Implementation: A Practical Guide With Case Studies by Subhash Bhatnagar
- E-Governance in India: Issues and Cases by JayShree Bose, ICFAI Publication
- E-Banking in India: Issues and Cases by JayShree Bose, ICFAI Publication

Module 3

EB-05 Information and Network Security

Objectives

The objective of this paper is to educate the learner about Information Technology Trends in e- Commerce and Various aspect of Network Security.

Course Contents

UNIT 1 Introduction to Information Security

Attributes of Information Security, Security Strategies & Processes, Importance of Security Policies and Audits, Threats & Vulnerabilities: Unauthorized Access, Impersonation, Denial of Service, Malicious Software, Trap Doors, Logic Bomb, Trojan Horses, Viruses, Worms.

Unit 2 Identification and Authentication

Definitions, Types of authentication, Password Authentication, Password Vulnerabilities & Attacks, Brute Force & Dictionary Attacks, Password Policy & Discipline, Biometrics: Types of Biometric Techniques, False Rejection, False Acceptance, Cross Over Error Rates.

Unit 3 Web Security and Application Security

Web Servers & Browsers, Server Security features, Server privileges, SSL & SET, Firewalls, Firewall Characteristics, Types of Firewalls, Application Level Gateway or Proxy

Unit 4 Network Security

Overview of IPV4, OSI Model, Maximum Transfer Unit, IP, TCP, UDP, ICMP, ARP, RARP and DNS, Network Attacks, Denial of Service Attacks, Virtual Private Network Technology, Security Policy Design: Definition, Security Policy Document, Risk Management,

Unit 5 Security Framework

Security Policy and Framework, Components of an enterprise Network, Elements of Security Architecture, Design and Implementation: Physical Security Controls, Logical Security Controls, Audit Trails, Security Awareness Training, Incident Handling

Suggested Readings

- Technical Resource and Course Web Site for Cryptography and Network Security, 3rd Edition, by William Stallings.
- Cryptography and Network Security by Atul Kahate, TMG 2003

EB-06 Database Management System

Objectives

The objective of this paper is to educate the learner about Database Management System and the application of systems designed to manage the data resources of organizations.

Course Contents:

Unit 1 Introduction to DBMS

Data Processing Concepts, Data Structures, File Processing and Access Methods, Difference between FPS and DBMS, Characteristics of DBMS. Functions of Transaction Processes and their Communications Interface with Database Management Systems. Taxonomy of Data Management Systems, Various Data Base Management Models.

Unit 2 Classification and Types of DBMS

Relation Database Management System, Distributed Data Base Systems, On-line Data Bases system, Object Oriented Data Bases. Managerial Issues Related to Data Base Management. Evaluation of Commercially Available Software Systems with managerial Emphasis on Tradeoffs Among Cost, Capacity, and Responsiveness.

Unit 3 Structure of DBMS

Schema, Sub-Schema, Relation, Tuples, Attributes, Normalization: 1NF, 2NF, 3NF, BCNF and Other Normalization Forms. Schema Design and Development. Keys as Attributes: Primary Key, Secondary Key, Candidate Key, Referential Key and Unique Key. ER-Diagram: Design and implementation.

Unit 4 Analysis of DBMS

Distributed Data Processing Systems and a Need for Database Environment for such a System Physical Database Structures. Study of a Relational Database Management Systems for Successful implementation of Distributed Systems, Re-organization Problems, Implementation and Maintenance Issues, Database Administration

Unit 5 Structured Query Languages

Evolution of Structured Query Language, Evaluation Criteria of 4GL, Data Definition Language(DDL)- commands and application, Data Manipulation Language (DML) – commands and applications, Performance Analysis, Recovery issues.

Suggested Readings

- Coad, Peter and Edward, Yourdon, Object-Oriented Analysis. 2nd ed., Englewood Cliff, New Jersey, Yourdon Press, 99.
- Kroenke, David M. Data base Processing: Fundamentals, Design, Implementation. 4th ed., New York, McMillan,1992.
- Database System Concepts by Henry Korth, Abraham Silberschatz and S. Sudarshan, TMG

Module-4

EB-07 Internet Programming for e-Business/e-Commerce

Objectives

The objective of this paper is to educate the learner about Programming and Its application as Internet Applications.

Course Contents

Unit 1 Programming Structure

Programming concepts, Programming languages Evolution, Object Oriented Language, Java and its Characteristics, Byte Code, Concept of Client and Server side programming, Scripting Language, Markup Language..

Unit 2 HTML Building Blocks

HTML: Concepts and Tag Notions, Design, Site Design, Linking HTML Documents, Adding Images, audio and video, SCRIPTS: Java Scripts and VB Scripts. Theory of DHTML and CGI, XML, PHP, CSS

Unit 3 DOT NET Technologies

Net Class framework, VB.Net and its relevance, ASP.Net and its appliance, Building .Net Components, ADO.Net, ASP.Net Case Study

Unit 4 JAVA Technologies

Java as OO Language, Data Type and Classes, Packages and Interface, String Handling, Applets, Standard Java Packages

Unit 5 PHP Technologies

Variables, Function, and Forms, \$_GET, \$_POST, \$_REQUEST, File Handling, File Uploads, Sessions, Cookies , Database Connectivity , File Handling, File Uploads, Sending emails.

Suggested Readings

- HTML – 4 for World Wide Web by Castro Addison Wesley (Singapore) Pvt. Ltd., New Delhi
- Principles of Web Designing Joel Sklar, Web Warrior Series Available with Vikas Publishing House Pvt. Ltd., New Delhi
- HTML 4.0 Unleashed by Rick Dranell; Tech Media Publications
- Introducing .NET Wrox Press Limited
- Java How to Program, 7/e by Deitel and Deitel

EB-08 Programming Lab

Objectives

It provides the participants an opportunity to study the hands-on implementation of a web page and web application in commercial environment.

Course Contents:

Unit 1

Using of various tags for designing Static Web Pages, Building simple page, Formatting pages,

Use of images, Links, Lists, Frames, Tables, Forms. DHTML, Java Script and VBScript Implementation in Web Page.

Configuring IIS Web Server: Installing IIS, Publishing a web-site, creating virtual directory.

Configuring Apache Server: Installing Apache, Configuring MY SQL and PHP

Development of web site and web application With ASP/ ASP.Net

Suggested Readings

- Teach Yourself HTML 4.0 with XML, DHTML and Java Script by Stephanie, Cottrell, Bryant; IDG Books India Pvt. Ltd., New Delhi
- Active Server Pages (ASP) by Keith Morneau Jill Batistick Web Warrior Series, Vikas Publishing House Pvt. Ltd., New Delhi
- ASP Unleashed Tech Media Publication
- Web enabled commercial application development using HTML, DHTML, Javascript by Ivan Bayross, BPB

Module-5

EB-09 Knowledge Management System (KMS)

Objectives

The objective of this paper is to create awareness about Knowledge Management and educate the learner about use of electronic gazettes for KMS.

Course Contents:

Unit 1 Basic Concepts of Knowledge Management

Definition of KM, Objectives of KM, Activities of KM, Effective Presentation & Language of KM, Scientific Management v/s Knowledge Management.

Unit 2 KM – Systems Dimension

Introduction –Technical perspectives on KM - Internet – Intranet - & World Wide Web - Virtual Communications & relationships. - Multimedia Technology – Software Technology-Building Technical infrastructure of KM.

Unit 3 KM – The People Dimension

People management policies & practices in the knowledge environment. - Motivating & rewarding workers. - Recruitment, retention & planning, etc in a knowledge environment. - Impact of KM on managers. - Team work in a knowledge environment.

Unit 4 KM – Organizational Dimension

Cultural Aspects, learning effects, process model- New organizational forms in the knowledge economy. Identifying knowledge resources – knowledge audits –ideas of holistic KMS. Management & knowledge economy.

Unit 5 KM – Tools and Techniques

DIKW Model and Its application in knowledge management, Knowledge processing, Information Systems in KM, Tools to access and extract knowledge - WEB, BLOG , TAG, WIKI. Techniques for knowledge management – GDSS (Group Decision Support System), CBRS (Case Based Reasoning System), Search Engine and Artificial Neural networks.

Suggested Readings

- A practical guide to knowledge Management- Brelade & Harman a. Published by Vinod Vasishtha for Viva Books Pvt. Ltd' 4737/23 Ansari Road, Daryaganj, New Delhi 110012.
- Management Information System : Gordon B. Davis, Margrethe H. Olson a. TATA McGRAW-HILL Publishing Co. Ltd. New Delhi.
- Management Information System : Waman S Jawadekar a. TATA McGRAW-HILL Publishing Co. Ltd. New Delhi.
- Information Technology: V. Rajaraman, a. Prentice Hall of India Pvt Ltd.,New Delhi- 110 001
- Human Resource Management: S. Seetharaman, B. Venkatsawara a. Prasad, - SCITECH PUBLICATIONS: No.4. Anna Street, Chitlapakkam, Chennai- 600 064.

EB-10: Managing E Channels

Unit I- **Nature & Scope E Channels**, Various models of E Channels, Understanding Local channel options, Partnering Marketplace Sales, Partnering Search Engines, Partnering With New Startups, integrating Web-stores.

Unit-II **E-business Website/ E-store Design**: Choose A Domain Name, Designing Low Cost Website, The Best Web Hosting Service, Search Engine Friendly Contents , Publishing Your Web-store Online, Affiliate Networks & Sales Improvement, Selling Informations, Payment Gateway Safe & Best, Joining The Wheels With The "Shopping" Cart, Web-store's Inventory Management, Logistics & Order Fulfillment.

Unit-III **E-Behavior and Managing Web Traffic**: Understanding The Customers Mindset, Search Engine Optimization & Ranking, Get Your Retail Shop Online, Officially Launching Your Ebusiness , Online Vs Offline Customers: Difference & Similarities, Converting Traffic Into Sales ,Online Branding & Reputation Management, Digital Marketing Strategy.

Unit IV- **Managing Experience of E shopping**: Giving The Perfect Shopping Experience, Making Your Customers A Celebrity, Stay Local Market Global, Delivery Model & Backend Automation, Online Business Web Security, Types Of Web Security & Threats, Information Security Planning, Hacked! How To Defend & Backup, Site & Business Safety, Internet Data Security, Digital Marketing & Boosting Sales.

Unit V- **Advanced E-Commerce Business Strategies**: Getting Into Global Markets, Acquiring New Customers Fastly, Adding New Products Expanding Globally, Retaining An Old Customer, Transform A Small Site Into A Million Dollar Business, Hiring Ecommerce Experts & Mentors, Listing Your Company In Stock Markets

Suggested Readings:

1. Managing Business in Multi-Channel World :Success Factor of E-Business,Timo Sarrien, Makku Tinnila, Anne Tseng- Idea Group Publishing.
2. Management of Electronic and Digital Media, Alan B. Albarran, Cengage Learning. ISBN-13: 9781111344375.

Module -6

EB-11 Warehouse Management and Data Mining (WMDM)

Objectives

The objective of this paper is to create awareness about warehouse Management and educate the learner about use of data mining in warehouse management.

Course Contents

Unit 1 Concept of Warehouse

Introduction, Objectives, Warehouse Structure, Meaning of a Warehouse, Need for warehousing management, Evolution of warehousing, Role of a warehouse manager, Functions of Warehouses, Types of Warehouses, Warehousing Cost, Warehousing Strategies.

Unit 2 Warehousing in Business Functions

Supply Chain Impact on Stores and Warehousing, Retail Logistics, Retail transportation, Challenges in retail warehousing, Issues in retail logistics, managing retail shrinkage Significance of Warehousing in Logistics, Warehousing Management Systems (WMS).

Unit 3 Warehouse Operations and Applications

Warehouse Operations, Receiving inventory, Picking inventory, Locating inventory, Organizing inventory, Dispatching inventory, Equipment Used for a Warehouse, Warehouse information, Importance of Warehouse Information, Decision Making Using Warehouse Information, ICT Applications in a Warehouse.

Unit 4 Technology Aids in Warehouse Management

Retailing and Warehousing, Warehousing and Supply Chain, Role of government in warehousing, Bar Code Scanners, Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID), Retail product tracking in warehouse using RFID

Unit 5 Data mining and Data Warehouse

Introduction, Data Mining Functionalities, Classification of data mining systems – Major issues in data mining, Data warehouse and OLAP technology for data mining, What is a data warehouse – A Multi dimensional model, ,Data Warehouse Architecture, Data Warehouse Implementation.

Suggested Readings

- Michael J A Berry, Gordon S Linoff, Data Mining Techniques, Wiley Publishing inc, Second Edition, 2004. ISBN: 81-265-0517-6.
- Alex Berson, Stephen J.Smith, Data warehousing , data mining & OLAP, , Tata McGraw Hill Publications,2004.

Module -6

EB-12 Logistic and Supply Chain Management

Objectives

The objective of this paper is to create awareness about Supply Chain and Logistic Management and educate the learner about use of electronic devices in SCM.

Course Contents

Unit 1 Concept of Supply Chain Management

Basic concepts & philosophy of Supply Chain Management (SCM), Essential features, Functions and Contribution of Supply Chain Management, Infrastructure flows (Cash, Value and information), key issues in SCM, Creating value, Supply Chain Effectiveness and Indian Infrastructure, Framework for Supply Chain Solution, Supply Chain Relationships (SRM).

Unit 2 Concept of Logistic Management

Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Logistics in Organized Retail in India

Unit 3 Integrated Logistics

Concept of Integrated Logistics, Inventory flow, Information flow, Operational Objectives of Integrated Logistics, Barriers to Integration, Organization structure, Measurement system, Inventory ownership, Information technology, Knowledge transfer capability, Logistical Performance Cycle, Manufacturing support performance cycle, Procurement performance cycle

Unit 4 Recent issues in SCM

Role of computer/ IT in supply chain management, CRM Vs SCM, Benchmarking concept, features and implementation, Outsourcing –basic concepts, value addition in SCM, Concept of Demand Chain Management

Unit 5 Logistic Information System and Ecommerce

Concept of Logistics Information System (LIS), Importance of LIS, Principles of designing LIS, Logistics Information Architecture, Application of Information Technology in Logistics and Supply Chain Management, Requirements of LIS in E-Commerce, E-Logistics Structure and Operation, Logistic Resource Management (LRM)

Suggested Readings:

- G. Raghuram (IIMA), Logics and supply chain management, Macmillan, 2000
- Emiko Bonafield, Harnessing value in supply chain, Johnwiley - Singapore, 1999.
- B.S. Sahay, Macmillan – Supply Chain Management, 2000, (Pearson Education, 2004)

Module-7

EB-13 Digital Marketing

Objectives

The objective of this paper is to create awareness about Digital Marketing and educate the learner about use of electronics in marketing management.

Course Contents:

Unit 1 Introduction to Digital Marketing and SEO

The Significance of Digital Marketing, Digital Media, Digital v/s Traditional Marketing, Digital Marketing Trends and Platforms, Digital Marketing and Search Engine, Search Engine Optimization (SEO) concepts, Search Engine Architecture, Internal Measures for SEO, Do and Don't for Web Content, Link Building, Introduction to Digital Marketing Tools.

Unit 2 Networks of Digital Marketing

Introduction to Ad-Word, Display Networks, Advertising on Display Networks, Image Advertising, Mobile Advertising, Video Advertising, YouTube Advertising, Keyword Research Methodology, Analysis and Tools for Digital Marketing Networks, Link Building Methodology and Strategies

Unit 3 Search Engine Marketing

Benefits of SEM, Google Ad-Words V/S Microsoft Ad-Center, Types of Campaign, Ad-Group and keywords setup, Direct Campaign V/S Branding Campaign, Campaign Setup, Understanding Ad-Words Bidding, Ad-Formats and Guidelines, Campaigns, Ad-groups and keywords Dashboard

Unit 4 Email and Mobile Marketing

Importance of Email Marketing, Popular Email Marketing Software, Email Marketing Campaign, Newsletters in Email Marketing, Effective strategies for Email Marketing, Mobile Marketing: Mobile Ad-Campaign, Mobile Ad-Formats, Mobile Website Configuration. Video Marketing using YouTube: Optimization of Videos, Tips and Tricks for promotion, YT Analytics, Monetizing YT Channel

Unit 5 Social Media Marketing

Introduction to Social Media Marketing, Benefits of SMM, Social Media Strategy, Social Media Metrics in SEO, Face-book Marketing: setup, options, elements and applications; Twitter Marketing: #hash tags and its uses, analytics and promotions; Google+ Marketing: Benefits in SEO, Groups; LinkedIn Marketing: Strategy, Connection and Recommendations

Suggested Readings

- Damian Ryan and Calvin Jones, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 2nd Edition, ISBN: 9780749453893.
- Vinayak Patukale, Digital Marketing, Kindle Edition

EB-14 E-advertising

Objectives

The objective of this paper is to create awareness about E-advertising and educate the learner about use of internet in advertising.

Unit 1.

Advertising & Electronic Media: Introduction, functions, concepts & Evolution of Advertising. Comparison between Traditional & Modern Advertising media, National & Global Advertising scene.

Unit 2.

E-Advertising channels: Radio channels: Community Satellite Radio, Misc. radio networks. Audio Visual Ads for Advertising. Television Channels: Evolution of TV channels. Doordarshan to satellite, Cable & STB channels, National & Regional channels, Internet & Area networks.

Unit 3.

Social Media advertising: Role of Social Media in business, Social networking sites advertising, pinterest advertising, YouTube advertising, Mobile App advertising, Socio-economic effects of social media advertising.

Unit 4.

Advertising planning & scheduling. Media planning, Factors influencing the choice of media, Cost Planning, Cost & Impact Analysis, Media Scheduling, Advertising Agencies & their role.

Unit 5.

Measuring advertising efficiency, Evaluation of advertising effectiveness, Methods of measuring advertising effectiveness, Pre-testing & Post-testing.

Suggested Readings:

Shamci A.N., Electronic Media, Anmol Publication

Arvind Singhal and Everett M. Rogers, India's Communication Revolution- Sage Pub. 2007

Further books can be referred at time of study.

Module 1

RM-01 Rural Society

RM-02 Rural Development

Module 2

RM-03 Rural Marketing

RM -04 Cooperative Management

Module 3

RM-05 Participatory Development In Rural Areas

RM-06 Rural Industrialization

Module 4

RM-07 Rural Credit Finance

RM-08 Commodity Trading and Derivatives

Module 5

RM-09 Rural Resources and Development

RM-10 Natural Resources Management

Module 1

RM-01: Rural Society

Course Objectives: “Rural Society” introduces village India to the P.G. Students. I will enable students to:

- a. Make an analysis of a village’s structures: economic, social, political, religious and cultural and how these combine to assure a division between the more powerful and less powerful and Identify the interests of the powerless, and see how the latter can be empowered to secure their rights.

- I Society: a conceptual understanding, social structure and social function, social system, methods of structural analysis. Marxist, the watershed approach, skills in the use of structural analysis as a means towards people’s empowerment, field work and field report.
- II Rural sociology, definition, scope, aims, importance, basic concepts; rural society, its evolution over the centuries. The village community, village types, profiles and population features. Distinction between urban and rural society
- III Castes, family and religion in rural India, caste, class – concept, rural social system – the jajmani system, the rural family, marriage and kinship rural women and children.
- IV Religion in Indian villages, rituals, festivals, the rural community, dormant or activated, tribes of central India.
- V Rural change: social processes – a conceptual understanding, sanskritization and mobility, westernization, impact of cities/ industries, understanding rural change – how it takes place – agents of change

SUGGESTED READINGS

- Kumar Encyclopedia of Rural Sociology
- R. Desai Rural Sociology in India, 2000
- R. K. Sharma Rural Sociology, 1997
- S. C. Dube Indian Village, 1975
- Suresh Sharma Tribal Identity and the Modern World
- M. V. d. Bogaert Articles on Community Bldg., 2000
- Stephen P. Huyler Village India, 1985
- J. B. Chitambar Introductory Rural Sociology, 1972
- Vidya Bhushan and D. R. Sachdeva, Introduction to Sociology
- K. Singh Rural Sociology, 2001

RM-02 : Rural Development

Course objectives - this paper aims at an understanding of the concept of rural development, its approach processes. it also highlights the issues of change and development in rural areas. it focuses on the development perspective in india, the agricultural production system, concept of risk, ownership and control over resources (owner and tenant), land, mark labour market, credit market, the concept of poverty, trends of poverty and poverty alleviation.

- I Development and Change in rural India, Rural India in the past, present and future, Need of rural vitalisation, Concept and process of Rural Development, Perspective and Approaches of Rural Development.
- II Growth and Fluctuation: Community development programmes in India, Basic Determinants of Rural Social Development.
- III Basic determinants of rural economic growth. Models of economic growth: Rostow's model, Harrod – Domar's growth model. Rural Economy: Rural and Agrarian political economy
- IV Theories in Agrarian development, Ownership and control over resources, rural market- land, labour and credit market
- V Rural Problems, Rural social structure, Rural education, Rural health, Rural means of transportation and communication, Concept of poverty, Rural indebtedness, Trends of poverty and its analysis, Approaches to Poverty alleviation

Suggested Readings

- *Rural Development Principles, Policies and Management* Kartar Singh, Sage Publications.
- *Micro Economic Theory* Sundharam and Vaish, S.Chand.
- *Management in Agricultural Finance* Jain S.C.
- *Rural Development : Organisation and Management –1988* Desai Vasant, Himalaya, Bombay.
- *Integrated Rural Development* Arora R.C., S.Chand, New Delhi.

Module 2

RM-03 : 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

- I 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;
- II Marketing of consumer durables and non-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.
- III Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors; Organisation 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 warehousing;
- IV Determination of agricultural prices and marketing margins. Role of agricultural price commission. Role of central and state governments. Institutions and organisations. In agricultural marketing.
- V Unique features of commodity markets in India. Problems of agricultural marketing; Nature, scope and role of cooperative marketing in India.

Suggested Readings.

1. Arora, R.G. "Integrated Rural Development". 1979. Schand, New Delhi.
2. Desai, Vasnat. "Rural Development". 1988, Himalaya, Bombay.
3. Mishra, S.N. "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.

RM-04: 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 globalization of markets.

Course Contents

- I Co-operative Administration: A Global Perspective; Ecology of Co-operative Administration; the Cooperative Sector & Economic Development;
- II. Cooperative Management: Nature & Functions; Professionalized Management for cooperatives; Role of Leadership in Cooperative Management; Placement.
- III. The Role of the Board of Directors in Cooperative Management; The State and the Cooperative Movement; Effects of Cooperative Law on Management.
- IV Long Range Planning for Cooperative Expansion; Policy Making; Executive Direction; Human Resource Management; Organizational Structure;
- V Project Formulation, Implementation and Evaluation; Financial Management; Marketing Management; Procuring Management; Distribution Management; Coordination between Trading Cooperatives & Public Sector Trading Agencies: Problems & Prospects;

Suggested Readings

1. Ansari, A.A. "Cooperative Management Patterns" Amol Pub., Delhi, 1990.
2. Akmat, J.S. "New Dimensions of Cooperative 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 Cooperatives", Vikas Pub. House P. Ltd., 1984
6. Taimni, K.K. "Managing the cooperative 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.

Module 3

RM-05: Participatory Development in Rural Area

Objectives.

To provide a comprehensive understanding of the Organisation, and Administration of Rural institutions, Decentralisation, Participation in decision making processes and the Co-operatives.

Course Contents

- I Concepts of community development: Traditional Village Organisation and Rural Institutions.: Panchayat Raj/Local Self Government., Organisation and Administration:
- II Decision making processes: Committees and recommendations, Rural development; Review of Five Year Plans.
- III Agrarian Reforms, Conflicts: Public Utilities and Access. Design and Evaluation of Community Development Projects; Participation and Involvement.
- IV Co-operatives Evolution, Development, Organisation, Administration; Role of State in Cooperatives Development.
- V Role of Financial Institutions: Role of NGOs in Participatory Development. Centre-State control

Suggested Readings

1. Desai, Vasant. "Rural Development". 1988. Himalaya, Bombay.
2. Kamat, G.S. "Managing Co-operative Management". 1986. Himalaya, Bombay.
3. Laxmaii, T.K. and Narayan, B.K., "Rural Development in India: A Multidimensional analysis". 1984. Himalaya, Bombay.
4. Maddick, H. "Panchayati Raj: A Study of Rural Local Government in India". 1970. Longman London.
5. Mathur, T. "Rural development in India". 1984.' Agricole, New Delhi.
6. Ommen, T K. "Social Transformation in Rural India.. Mobilisation and State Intervention". 1984. Vikas, New Delhi.
7. UNAPDI. "Local Level Planning and Rural Development. Alternative Strategies". 1986. Concept, New Delhi.

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

RM-06: RURAL INDUSTRIALISATION

Objectives

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

Course Contents

- I Rural-Urban organisational and Industrial patterns: Decentralised Industries: Small and Medium Scale Industries: Choice of Rural, Agro based industries:
- II Issues in the size and Location of Industries.: Appropriate technology and issues in the transfer of technology. Rural labour employment and rural industries.
- III Policy and Development of Cottage Industries; Organisation and administration of KVIC: Promotional measures: Subsidies, Incentives and financial inputs.
- IV Issues in product development, Pricing, Quality marketing and supporting organizations, Role of Co-Operatives.
- V Financial institutions, Central, State and Local Governments.: Socioeconomic impacts of rural industrialization: Sectorial Systems Approach to Rural Industrialisation.

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.

Module 4

RU-07: RURAL CREDIT AND FINANCE

Objectives

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

Course Contents

- I Rural Indebtness: Factors, Analysis and Implications: System of Rural and Agricultural Credits in India: Short term, Medium term and Long term Credit Systems.
- II Rural Credit: Needs, Objectives, Sources (Institutional, Non-institutional), and Types. Role of Central, State and Local Bodies. Role of Cooperatives and Commercial Banks. Integrated Agricultural Credit Services.
- III. Multi agency approach to Rural Credit and Agricultural Finance. Structure and Responsibilities of Credit agencies Loans Overdues and Recovery, Farm Credit and Modernisation:
- IV District and Block level Credit Planning: Refinance: Purpose, Guidelines, Terms and Conditions: Credit Facilities and Support Services.
- V Micro Finance: meaning, evolution and character of MF, delivery methodologies, micro finance models, legal and regulatory framework for micro finance, monitoring and evaluation findings, emerging issues, Strategic Issues in Micro Finance.

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.
7. Armendariz, Beatriz and Jonathan Morduch, *The Economics of Microfinance*, MIT Press, (2005) 2007 [First three chapters are posted in WebCT as PDF files.]
8. Yunus, Muhammad, *Banker to the Poor: Micro-lending and the Battle against World Poverty*, Public Affairs: New York, (1999) 2003 – needs to be purchased
List of cases and specific references including research papers, articles and books will be announced in the class.

RM-08 : Commodity Trading and Derivatives

Course Objective: This paper aims at educating students about the commodity markets. The increasing popularity of rural people in commodity trading requires rural management experts to have complete understanding of trading in commodities and commodity derivatives.

- I Commodity Products : Gold, Base metals, crude oil, natural gas, electricity, plastics, coal, Emissions, price drivers and trading in commodity products.
- II Commodity trading system, Commodity Exchanges in India, Warehouses and Delivery Points.
- III Commodity Derivatives: Forwards and Futures, swaps, options, derivative pricing, spot forward relationships, spot forward options and swap relationships, sources of value hedge, and measures of option risk management.
- IV. Risk Management: categories of risk, commodity market participants, hedging corporate risk exposures
- V Framework for analyzing corporate risk, bank risk management, hedging customer exposures, view driven exposures.

Suggested Readings

To be recommended by the Teacher

Module 5

RM-09: 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

- I. Rural economy, income, resource distribution and gaps : Rural ecology, irrigation, Water supply and habitation :
- II Land holdings, assets distribuion and Land reforms : Land Utilisation and cropping patters :
- III Agricultural productivity : Technology inputs - Water, Electrification, Fertilisers, Seeds, Implements,
- IV Plant Protection and subsidies : Manpower : Employment. Migration : Women: Status, Role and participation:
- V Forest Resources and Social Forestry: Special area Development programmes: Wasteland development: Public services and Extension services.

Suggested Readings

1. Arora, R. C. "Integrateq Rural Development". 1979. S Chand, New Delhi.
2. Sansil 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.

RM 10: Natural Resource Management (NRM)

Objectives: This course provides students knowledge about the contribution of Natural Resources in the economic development of the country and life support to rural community more specifically to the forest dwellers. The student will come to know about the causes of deforestation, value of regeneration, protection, role of institutions, policies, indigenous management for sustainability of natural resource and its implication in the life of a human being.

- I Natural Resources: Introduction, Natural resources: land, forest and water, Natural resource in rural economy and its role, Degradation of natural resources and its impact.
- II Natural resource management and development for rural economy, Use of different techniques in NRM: Toposheets, GIS (Geographical information system), Schemes of the Govt. for natural resource management
- III Forest Resources: Introduction, Forests and forest inhabitants/forest dwellers, Major and minor forest products, Role of NTFP in the economy of rural community, Indian forest law.
- IV Horticulture and cash crops: Introduction to horticulture, Olericulture, Floriculture – loose and cut flowers, Pomology, Mushroom cultivation, National Horticulture board and Govt. schemes for horticulture promotions.
- V Medicinal and Aromatic crops in India, History and significance of Ayurveda and herbal treatment systems, Importance of herbal products and their source plants, Medicinal plant cultivation, Importance of herbal products in Indian and world market, Research Institutes on MAP in India, Rural techniques for processing of MAP.

Reference:

1. Forest and Forestry by G.D.P Vyaas
2. Impact Assessment Framework for community Based natural resource management – A Ravichandran
3. Community forestry by S.S Negi
4. Mushroom growing by Neeta Bahl

Specialization: Mass Communication

Module 01

MC-01 History, Principles and Press laws of Journalism

MC-02 Principles of Mass Communication

Module 02

MC-03 Print Media- Reporting, Editing and Feature writing

MC-04 Printing, Publication and Mass Communication

Module 03

MC-05 Electronic Media- Radio, Television, Film and Internet

MC-06 Audio-Video Communication Technique & E Media Management

Module 04

MC-07 World of world News

MC-08 Rural and Ecological Mass Communication

Module 05

MC-09 Advertising and Public Relations

MC-10 Media Effects Research

Specialization: Mass Communication

Module-01

MC-01 History, Principles and Press laws of Journalism

The objective of the course is to make the students familiar with the history and press laws which will provide the understanding about the existing situation of the mass communication media and their approach.

Course Contents

UNIT - I

Journalism: Meaning and Form, Nature, Objectives and Problems of Journalism, Democracy, Public vote and Newspaper, Freedom of Press.

UNIT – II

Journalism Environment: Political, Economic, Social, legal, International, Internal, External. Role of Journalist in the changing world,

Unit III

Working environment of Journalist and free lance journalist, Environmental Ethics in journalism, Code of conduct of press

UNIT IV

First Press Council, Second Press Council, Indian Press Council, Organizations of Journalists and Journalist Movements. Indian Constitution: General Introduction

UNIT – V

Main Newspapers of the World, Hindi Journalism in foreign countries, News Paper Agencies, Journalism in India and Education in Mass Communication, Working Journalist: Condition of service, Bacchawat Wage Board.

Suggested Readings

1. Freedom of Press: Edited by Harold L. Nelson
2. Indian Politics and the Role of the Press: Sharad Karkhanis
3. A History of the Press In India : S Natara Jan
4. Indian Journalism: Dr. N.K.Murthy.
5. Press, Public opinion and Government in India: Dr. Sushila Agarwal
6. The Constitution of India: Government of India.
7. Introduction of Journalism: E.H. butter.
8. Rise and growth of Hindi journalism: Dr. Ram Ratan Bhatnagar.

MC-02 Principles of Mass Communication

Objectives

The objective of this paper is to familiarize the student with basic principles and concept of Mass Communication.

Course Contents

- I. Communication- Mass Communication: Concept, Form and Nature, Mass Communication: Objectives, Functions and Process,
- II. Medium of Mass Communication and Social Change, Special representations by Mass Communication Medium Expert (Macbride Representation), Indian Mass Communication Policies.
- III. Society and Mass Communication, Mass Communication and Politics, Governments and Mass Communication, Mass Communication and Culture, Public Opinion and Publicity.
- IV. Principles of Mass Communication, Nature and Methods of Communication, New dimensions in Communication and new Information Technology,
- V. Concept of International Communication and Globalization, Challenges of cultural imperialism and Neo-colonialism, Information Market and New emerging media, Philosophy of New World Information and Communication Order.

Suggested Readings

1. Communication: Ramond Willium
2. Mass Communication: Jan R. Witner, Alin and Wacken, London
3. Ideology and Modern Culture, Jaun B. Thompson, Politi Press, Cambridge UK
4. James Curran, Michael Gurevitch and Janet Woollacott(eds) Mass Communication and Society, Edward Arnold and The Open University Press, London

Module 2

MC-03: Print Media- Reporting, Editing and Feature writing

The objective of this paper is to equip learners with skills of writing for print media and editing for print media.

I Meaning, Definition and Concept of News, Identification and development of Sources of News, News value and content, Elements of News, Newsworthiness, qualities and 7 C's of News, Process of News gathering and their presentation, Basics of Reporting.

II Meaning, Definition and Concept of Editing, Basic Principles of Editing, Need for Editing, Principles of giving headlines and sub-headlines, Structure of news room of a daily newspaper, Proof reading marks and arranging copy.

III Specialised reporting on issues like Political, elections, Budget, Financial, National Calamities, Sports and Games, Agriculture and Environment, Science and Technology, Crime, Communal riots and agitation, Development matters and others.

IV Advance writing exercise for features, articles, backgrounds and interviews, Proceedings of the meetings of Panchayats, Municipal Corporation and Legislative Assembly.

V Career in Print Media. On line Editing, Editing and page making, adjusting special stories and columns, editing photographs and graphics, lay-out and make-up, book review.

Suggested Readings

The Story of Writing (ISBN 0-8008-0172-5) Pentelic, Taplinges, 1981.

Design and Makeup of Newspaper- Albert A Sutton, Prantice Hall, New York

News Editing: Bruce Westley, Oxford and IBN Publishing Co. New Dehli.

Editing and Design- Harold Evan

MC-04: Printing, Publication and Mass Communication

Objective

The objective of the course is to develop the basic understanding of the editing, printing and publishing to the public through various mass communication media.

Course Contents

- I. Editorial Department, Co Editor, Editing the Newspaper, Heading, Free lance Journalist, Points to be considered while Newspaper editing.
- II. Editing the periodicals, Sunday special and special bulletin, Review of books, Reference
- III. Journalism, Editor, Editorial Writing, Editorial Page and Letter to Editor.
- IV. History of Printing, Technical revolution in Printing, Newspaper through Satellite
- V. Different Techniques of Printing, Press Copy and Proof Editing, Page arrangement of Newspaper

Suggested Readings

News Editing: Bruce Westley, Oxford and IBN Publishing Co. New Dehli.

Editing and Design- Harold Evan

Module 3

MC-05: Electronic Media- Radio, Television, Film and Internet

The objective of this paper is to equip learners with skills of writing for electronic media and electronic media technology.

- I. Introduction to Radio as a mass medium, Radio broadcasting in India, Radio Programme Production basic equipments, recorders and other equipments, stages of radio programme production, techniques of radio programme production, live broadcasting techniques in Radio, Radio Ads and Jingles, Radio and Development Communication, Ethics and Laws of Radio broadcasting, Censorship Policies.
- II. Introduction to television as a mass medium, Developments in Television Transmission in India, DTH, DTT, Cable TV and Satellite broadcasting, Television Programme production basic equipment, cameras, different formats of camera, lighting and sound equipment, Linear Editing, Non-linear editing, Sound effects and Visual Effects, Usage of Animation techniques and Graphics.
- III. Radio: FM Radio, FM Broadcasting techniques, Scope of FM radio in Rural and Urban India, FM in Community Service Communication, Community Radio in India, Importance of Feedback in Radio, Style and language employed in FM presentations.
- IV. Script writing for Television News and presentation, the visual language, Grammar of Television: Television production, Television advertisements, Stages of Television Production Pre-production, production and post-production,
- V. Organization structure and characteristics of a television channels, Marketing of Television software, Documentary film making, Independent film making and freelancing. On line News Papers and developing contents for their editions. Data, Information, good information and its characteristics, information classification, information and Internet, Information related to media, Social Media.

Suggested Readings

Indian Broadcasting: H R Luthra Publication Division, New Delhi

Broadcasting In India: G. C. Awasthy, Allied Publications, New Delhi

The work of Television Journalist: Robert Teirel, Focal Press, Landon.

Television and Screenshot Writings: Richard A Blum, Bateberth-Henimain

MC-06: Audio-Video Communication Technique & E Media Management

Objective

The objective of the courses to develop the basic understanding of the fast changing Mass Communication Media both Audio and Video.

Course Contents

- I. Electronic Media in New Millennium: Characteristics and Relevance, Radio, Cinema and Television in India, Tape recorder and Cassettes. Managing in the Electronic Media, The Media Marketplace: Markets, Mergers, Alliances and Partnerships.
- II. Information Technology and Mass Communication in SAARC Countries, Television in UK and USA, Use of WWW for Information collection, Information Act by States, technology and Electronic Media Management.
- III. Writing, editing and directing for electronic media, Marketing-news and news management, Programming: Strategy and distribution.
- IV. Managing personnel-audiences and audience research. Electronic Media Management-role of Public Relations. Video conferencing and other Mass Communication Media.
- V. Information and Broadcasting methods in International organizations, Private TV Channels in India, Use of Internet and Computer.

Suggested Readings

1. Encyclopedia of Indian Cinema: Ashish Rajadhyaksh and Paul Wilman.
2. Art of Broadcasting: S.P. Jain, Intellectual Publishing House, New Delhi.
3. Broadcasting and the People: Mehra Masani, National Book Trust, New Delhi.
4. India's Communication Revolution: Arvind Singhal & Everett M. Rogers, Sage Publication India Pvt. Ltd., New Delhi.
5. Information and Cimmunication Technology Development: Edited by Subhash Bhatnagar and Robert Schware, Published by Sage Publications Delhi.
6. World Association of News Papers: World Press Trends, Paris.
7. Management of Electronic Media: Alan Albarran, Cengage Learning.

Module 04

MC-07: World of world News

Objectives

The Objectives of this course is to acquaint the student with the various aspects of world News and Press laws so that he may be able to see the concept in a broader perspective.

Course Contents I

- I. Introduction to World, Evolution and Development of Newspaper, Evolution and Development of Newspaper agencies, Newspaper in Developed, Developing and Under developed countries.
- II. Independence, Concept and Evaluation of Press, International Press Laws and Press Councils, International Informational Policy,
- III. Development of Printing Techniques in World, Main advertising agencies of world. Problem and Solutions of Mass Communication.
- IV. Main Newspapers and magazines in world, Center for Mass Communication Training in World, Awards and recognitions relating to Mass Communication,
- V. UNESCO: Idea of new information and other institutions, Development and Evolution of Radio in world, Television in the new decade: Some trends,

Suggested Readings

To be recommended by Teacher

MC-08: Rural and Ecological Mass Communication

Objective

The objective of the course is to develop the basic understanding of the Mass communication media prevalent in Rural area and environmental related communication to the general public.

Course Contents

- I. Nature and Scope of Rural Mass Communication, Rural Mass Communication and Rural Development.
- II. Environmental Movement in India, Environmental Laws, , Folk Mediums: Main Folk Medium in India, Traditional system of Folk Media,
- III. Concept and Form of Environment, Environment in India and Problems of Environment, Environment and Mass Communication,
- IV. Contribution of Mass Communication in Rural Area, Rural Mass Communication and Social Change, Contribution of Electronic Media in Rural Mass Communication.
- V. Writing and Editing for Environment, Agriculture and Rural Issues, Social Feature Writing, Social and Film Journalism.

Suggested Readings

Environmentalism: Politic Ecology and Development, Praveen Seth, Rawat Publication, Jaipur and New Delhi

Indigeneous Vision People of India attitude to Environment, Geeti Sen, Sage Publications, New Delhi.

Sustainable Development of the Rural Poor, B. Pramod & N Murai Balal, Himalayan Publishers, Bombay.

Writing for Farm Families, MG Kamath, Allied Publication, Pvt. Ltd., New Delhi.

Module 05

MC-09: Advertising and Public Relations

- I. Definition, Scope, Concept of Advertising, History, Growth and Development of Advertising in Indian context, Types of Advertising.
- II. The Role of Advertising in Social Change, Role of advertising in Marketing and Corporate Image building, Various media of Advertising, Study of Appeals, motivation, needs, attitude and their use in advertising creativity.
- III. Media Planning, Layout and Visualization, Copy writing for Print, Radio and Television Advertisements, Advertising Campaign Planning, Advertising Agency and its structure, role and functions, Media buying Agencies.
- IV. Definition, Scope and Concept of PR, History, Growth and Development of PR in Indian context, Role and Functions of PR, Various types of Publics, Tools of PR for External and Internal Communication, PR in Government central and State, PSU, Private, NGO and Educational Institutions, PR campaign planning.
- V. Public Opinion, Publicity, Crisis Communication, Media Relations, Financial PR, Political PR, Business Communication, Event Management, House Journals, PR in Rajasthan, Advertising Research; Role of Technology in Advertising and PR.

Suggested Readings

Advertising: Mass Communication in Marketing, James E Littlefield & C. A. Kirkpatrick

Advertising in Free Society: Ralph Harris and Arthur Seldon

Typography of Press Advertising, Kenneth Day

Layout, Raymond A Bellings

MC-10: Media Effects Research

The aim of this subject is to educate students about the mass media' effects on society and give an overview of research findings on media' impact and related mass media theories.

- I. A Scientific Approach to the Study of Media Effects, Scientific Methods in Media Effects Research.
- II. A Brief History of Media Effects Research, Time Spent with Mass Media: Reasons and Consequences.
- III. Effects of Media Violence, Sexual Content in the Media, Media That Stirs Emotions, Persuasive Effects of the Media.
- IV. The Effects of News and Political Content, The Effects of Media Stereotypes, The Impact of New Media Technologies.
- V. Meet Marshall McLuhan: A Less Scientific Approach to Media Impact.

Suggested Readings:

Media Effects Research: A Basic Overview: Glenn G. Sparks, CENGAGE Learning.

The Imagery of Power: A Critique of Advertising, Fred English.

Further books to be recommended by teacher

Specialization: Social Works

Module 1

- SW-01 Introduction to Social Work
- SW-02 Sociology for Social Worker

Module 2

- SW-03 Social Welfare Administration
- SW-04 Gender Development and Family Welfare

Module 3

- SW-05 Social Problems and Social Work
- SW-06 Social Justice and Empowerment

Module 4

- SW-07 N.G.O. Management and Corporate Social Responsibilities
- SW-08 Disaster Management (Forest and Eco - Environment)

Module 5

- SW-09 Labour Welfare and Legislation
- SW-10 Health Care Practice

Specialization: Social Works

Module 1

SW-01: INTRODUCTION TO SOCIAL WORK

OBJECTIVES:

Familiarize students to the core values and philosophy of social work profession and enable them to imbibe these values into their professional self.

Enable students to understand and differentiate social work and other related terms.

Understand the context of emergence of social work as a profession.

Understand the nature of Social work practice in different settings.

COURSE CONTENTS:

Unit I: Fundamental of Social work

Definitions & Concept of Social Work, Values of social work, Principles of social work
Social Work: Nature and goals, Social work & its relationship with Sociology, Psychology, Political Science, Economics & Anthropology

Unit II: Historical Development of Social Work

Development of professional social work in U.K. and U.S.A., Development of professional social work in India, Contribution of Gandhiji and Dr. B. R. Ambedkar in social work

Unit III: Social Work as a Profession

Criteria of profession and social work as a profession in India, Curative, Promotive & Rehabilitative functions of social work, Roles of social workers, Competencies (Skills) for social work practice,

Unit IV: Theoretical Perspectives for Social Work Practice

Person-In-Environment Model, Strengths Perspective, Anti-Oppressive Social Work, Feminist Social Work,

UNIT V

Code of ethics for social workers – (TISS Code of Ethics) , Empowerment Model of social work, emerging areas for social work practice: Social defence, Industry, Family & Child Welfare

REFERENCES:

- | | | |
|--|------|--|
| Miley, K.K., O'Melia, M., & DuBois, B.L. | 1998 | Generalist Social Work Practice: An Empowering Approach. Boston: Allyn & Bacon. |
| Clark, C. & Asquith, S. | 1985 | Social Work and Social Philosophy. London: Routledge and Kegan Paul. |
| Payne, M. | 2005 | Modern Social Work Theory. New York: Palgrave/MacMillan. |
| Dominelli, L. | 2004 | Social Work: Theory and Practice for a Changing Profession. Cambridge: Polity Press. |
| Woodrofe, K. | 1962 | From Charity to Social Work. London: Routledge |

- and Kegan Paul.
The Integration of Social Work Practice. California: Brooke/Cole.
- Parsons, R.J., Jorgensen, J.D. & Hernandez, S.H. 1994
Pincus, A. & Minnahan, A. 1973
Diwekar, V.D. (ed.) 1991
Gore, M.S. 1993
Compton, B. & Galaway, B. 1984
Brill, N.I. & Levine, J. 2002
Reamer, F.G. 1999
Timms, N. 1977
Bailey, R. & Brake, M. (eds.) 1975
Bailey, R. & Brake, M. (eds.) 1975
Johnson, L.C. 1998
Trevithick, P. 2000
Singh, S. & Srivastava, S.P. 2005
Mohan, B. 2002
- Social Work Practice: Model and Method. Itasca: Peacock.
Social Reform Movements in India: A Historical Perspective. Bombay: Popular Prakashan.
The Social Context of Ideology: Ambedkar's Social and Political Thought. New Delhi: Sage Publishing.
Social Work Processes. Chicago: The Dorsey Press.
Working with People: The Helping Process. Boston: Allyn and Bacon.
Social Work Values and Ethics. New York: Columbia University Press.
Perspectives in Social Work. London: Routledge and Kegan Paul.
Radical Social Work: London: Edward Arnold (Publishers)Ltd.
Radical Social Work: London: Edward Arnold (Publishers)Ltd.
Social Work Practice: A Generalist Approach. Boston: Allyn and Bacon.
Social Work Skills: A Practice Handbook. Philadelphia: Open University Press.
Teaching and Practice of Social Work in India. Lucknow, New Royal Book Company
Social Work Revisited. Xillinis: Xillbris Corporation.

SW-02: SOCIOLOGY FOR SOCIAL WORKER

OBJECTIVES:

- Understanding of concept to examine social phenomenon.
- Develop skills to analyse India society.
- Understand social change and conflict.
- Understanding the importance of social institution for analysing social problem.

COURSE CONTENTS:

Unit I: Sociology & its relationship to other disciplines.

Meaning, Scope & Significance, Its relationship with other social sciences viz. history, economics, politics, psychology, anthropology & Social Work.

Unit II: Society & Culture.

Society as a system of relationship, Social Structure: Meaning, Status & Roles.
Culture: Meaning & Content- Tradition, Customs, Values, Norms, Folks & Mores.
Socialisation: Meaning, Processes & Agents.

Unit III: Indian Society:

Composition of India Society: The concept of unity of diversity. Social classification in India: Tribal, Rural & Urban divisions. Social Stratification in India:

Unit IV Social Group

Meaning, Caste, Class division. Theories of Society: Significance of a theoretical understanding of society, Evolutionary, Cyclical, Conflict & System theories. Meaning & Types: Primary & Secondary Groups, In Groups & Out-Groups.

Unit IV: Social Institutions & Social Control:

Types of Social Institution : Marriage, Family, Religion, State & Law, Meaning & Function: Social Control.
Social Control exercised through the Social Institution.

REFERENCES:

- Vidhyabhushan and D.R.Sachdeva, An Introduction to Sociology (1999) 32nd edition, Kitab Mahal, Allahabad -1.
- M. Harmlambos with R.M. Heald, Sociology Theme and Perspectives (2000) 24th impression, Oxford University Press.
- K. Kumar Principles of Sociology (1982), Neelam Sales Corporation, Agra-2.
- S. Guruswamy, Development of Sociology (1995), Sterling Publishers Private Ltd., Bombay.
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Module 2

SW-03: SOCIAL WELFARE ADMINISTRATION

OBJECTIVES:

- Develop a historical understanding of the concept of Social Welfare with specific reference to India.
- Develop a critical understanding of the role played by the Government and the Voluntary sector in reaching out to vulnerable groups in the country and understanding the role of Public Private partnerships.
- Understand the agencies/institutions of the government and the voluntary sector responsible for the delivery of welfare services and in bringing development to the people.

Course Contents

UNIT I :- Social Welfare

Concept and Definition of Social Welfare, History of Social Welfare with special reference to India. Models of Social Welfare, History of government effort in Social Welfare.

UNIT II :- Structure of Social Welfare And Development Administration

Structural Arrangements for Social Welfare in India (Centre) & Gujarat (State), Concept & Evolution of Development Administration in India, Local Self Govt. – Urban (Municipal Council/ Corporation) Rural – Panchayati Raj Institutions, Main features of the 73rd & 74th Constitutional Amendments

UNIT III :- Social Welfare – Government Programmes and Schemes:

Government Programmes & Schemes for Welfare with specific reference to SC/STs BCs/ Differently abled, National Commissions for SCs/ STs, Minorities, Safai Karmacharis. Role & functions of Mahamandals

UNIT IV: - Social Welfare – Voluntary Organizations

Introduction of Voluntary sector, Registration of Organizations. Government-NGO Interface, Public-Private Partnership.

Unit V

NGO Governance - Role of Trustees, Board of Directors –Legal compliances. Accountability and Transparency.

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SW-04: GENDER DEVELOPMENT AND FAMILY WELFARE

Objectives:

- **Conceptually clarify about the Gender, Gender and sex, Gender discrimination & Bias, and Legislations.**
 - **To understand the “GENDER” in the context of Indian Social System.**
 - **To understand the family as social institution**
 - **To sharpen the skills and techniques required for social work practice with Child, Youth and Family**
-

Course contents:

UNIT I: GENDER DEVELOPMENT

Meaning and Definition of Gender and Development, Gender and Discrimination Gender Bias, Gender and age of the marriage, Types of Marriage, Gender, Sexuality and Power, Cultural Construction of Gender, Gender inequality and Gender Oppression, Third Wave Feminism

UNIT III: GENDER AND LEGISLATION

Culture and Gender Status w.r.t India, Gender and Population Structure of India, Gender work and Wages, History of Women Development Act and Right of Women, Domestic Violence and Dowry Prohibition Act, Medical Termination of Pregnancy Act.

UNIT III: FAMILY & SOCIAL WORK

Definition, Concept and Types of Family, Impact of Westernization on Family, Family Disorganization and Dispute, Family Structure and Old Age, Government Programme for Family Welfare, Family therapy and Counseling, Family Centered Social Work, Role of Family Counseling center

UNIT IV: CHILD AND YOUTH WELFARE

Child Welfare: Concept and Definition, Government Schemes and Programmes for Child Welfare, Role of NGOs in field of Child Development,

Unit V

Concept, Definition and Characteristics and Problems of youth, Government Schemes and Programmes for Youth Welfare and Development, Youth and Politics

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Module 3

SW-5: SOCIAL PROBLEMS AND SOCIAL WORK:(w.r.t. Indian Society)

Objective:

- To gain insight into various social problems in Indian society
 - Understand the context of emerging challenges of social work
 - Develop the skills of social worker in various settings
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Course Content:

UNIT I: SOCIAL PROBLEMS, PERSPECTIVES AND DIVERSITY

Meaning and Definition of Social Problems, Perspectives of Social Problems, Social Problems, Socio-Religious Norms and Constitutional Provision,

Unit II

Problems of Caste, Class and Ethnicity in Indian Society, Communalism

UNIT III: SOCIETAL DISORGANIZATION

Meaning of Social Disorganization, Crime and Juvenile Delinquency, Drug Addiction

UNIT IV: PROBLEMS RELATED TO FAMILY

Domestic Violence and other Problems of Women, Problems of Ageing & Social Work
Children's Problems & Social Work

UNIT V: SOCIAL WORK INTERVENTION

Emerging Challenges in Social Work Practice, Curative, Primitive and Rehabilitative
Functions of Social Work, Skills of Social Workers, Role of Social work and Social
Worker

References:

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SW-6: SOCIAL JUSTICE AND EMPOWERMENT

Objective:

- **Understand the critical elements of history, theoretical aspects of social justice in to social work practice.**
 - **Increasing accountability among students to ensure social justice is brought to the forefront.**
 - **The students should enrich their knowledge about Social Exclusion, Human Rights, Social Justice, and Empowerment.**
-

Course Content:

Unit I: Introduction to Social Justice and Empowerment in India

History of Social Justice with Reference to Ideology, Meaning and Concept of Social Justice, Theories of Social Justice. Social Justice as a Value of Social Work Union

Unit II

State Government: Functions, Policies and Programmes, Social Justice for Downtrodden & Weaker Section of the Society

Unit III: Social Exclusion and Inclusive Policies in India

Meaning of Social Exclusion and Social Exclusion of SCs, STs and OBCs, Issues related to Food, Poverty and Livelihood of Marginalized Section of the Society, Inclusiveness and Government`s efforts

Unit IV: Human Rights and Social Legislation

Concept and Philosophy of Human Rights Fundamental Rights in Indian Constitution UN Declaration of Human Rights and International Agencies for Human Rights

Unit V: New Areas of Social Work

Restorative Justice and Advocacy, Environmental Justice, LGBTs

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Module 4

SW-7: N.G.O. MANAGEMENT AND CORPORATE SOCIAL RESPONSIBILITIES

Objectives

To Introduced students about the Non – Government Organization and its structure

To understand the Management of Projects individually and organizationally

Students should be inform about the working areas of Non – Government organizations

Course Content:

UNIT I: Non- Government Organization—An Introduction

Concept of NGO

Historical views of NGO

Functions and types of NGO

UNIT II: NGO and laws

Registration Procedure and Laws

Income tax Act

Income tax Exemption for NGO

UNIT III: Working Area of NGO and societal development

Education & Human Rights

Health

Women and child welfare

UNIT IV: Corporate Social Responsibility Responsibility

Concept & Definition

Scope & Challenges

CSR Global Views, Role of Government and NGO in CSR

Unit V

Triple Bottom Line Approach of CSR: Economic, Social, Environmental

Stake holders and Social Preferences: Customer, Employees, Communities, Investor

References:-

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- Corporate Social Responsibility Cases. Subhasis Raj

SW-8: DISASTER MANAGEMENT (FOREST AND ECO - ENVIRONMENT)

Objectives

- To understand the Disaster Management and its importance
 - To understand the environmental hazards and its techniques of prevention.
 - To sensitize students about the environmental issues and motivate to work for environmental conservation
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Course content:

UNIT I: UNDERSTANDING, TYPES AND EFFECTS OF DISASTERS

Meaning, Nature, Characteristics and Types of Disasters, Causes and effects of Disaster
Disaster Management: Prevention, Preparedness and Mitigation,

Unit II

Natural disaster: Earthquakes, Floods, Droughts, Cyclones & Tsunamis, Man-made Disaster: Nuclear, Biological and Chemical Disaster, Fires & Road Accidents, Functions of Government and other Non-government agencies

UNIT III: FOREST AND ENVIRONMENT

Forestation, Deforestation and Healthy Environment, National Forest Policy and Forest Conservation, Work of Agencies for Forestation in India

UNIT IV: ENVIRONMENTAL HAZARDS

Global warming – as a Worldwide Problem, Impact of Global Warming and Issues
Natural Calamities in India

UNIT V: ROLE OF SOCIAL WORKER IN DISASTER MANAGEMENT

Role of Social Worker in Disaster Management and Environment Protection, Environmental Movements in India, Role of Government and Disaster Management

References:

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Module 5

SW-9: LABOUR WELFARE AND LEGISLATION

Objectives:

- Understand the concept of Labour Welfare as well as problems of marginalized groups.
 - Student should take greater attention towards the conditions of labour and their welfare.
 - Student understands about the law related to industrial relations, works, wages, and security to deal with management and labours.
-

Course Content:

UNIT I: INTRODUCTION OF LABOUR WELFARE

Concept and Need of Labour Welfare, Labour Policy & Labour Commission in India
I.L.O: Structure, Functions and Impact on Indian Labour Legislation

UNIT II: LAW RELATED TO INDUSTRIAL RELATIONS AND CONDITION OF WORK

Industrial Disputes Act, 1947, Indian Factories Act, 1948, Indian Trade Union Act, 1926

UNIT III: LEGISLATION FOR WAGES, SOCIAL SECURITY, HEALTH AND SAFETY

Payment of Wages Act, 1936, The Minimum Wages Act, 1948, Workmen's Compensation Act, 1923, The Payment of Bonus Act, 1965,

Unit IV

Employees' State Insurance Act and Provident Fund Act, 1948, The Indian Maternity Benefit Act, 1961

UNIT V: MARGINALIZED AND UNORGANIZED SECTOR

Unorganized Labour: Meaning, Types and Problems. Constitutional and Statutory Safeguards for Unorganized Labours. Bonded Labour and Contract Labour

References:

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SW-10 HEALTH CARE PRACTICE

Objective:

- To understand the areas of medical Social work and the role of Social worker.**
 - To understand the concepts of Health, Hygiene, Illness, Diseases, Medicine and Government intervention for the public health in India.**
 - To inform the students about the structure and functions of national and international organization works on health.**
-

Course Content:

UNIT I: Medical Social Work

- Concept of Medical social work
- Nature and Scope of Medical social work
- Role of social worker in medical social work

UNIT II: Health and Medicine

- Concept and meaning of health and Hygiene, Preventive and Social Medicine
- Concept and Level of Prevention
- Concept of community health and community health care, Health care facilities,

UNIT III: Nature of Diseases and Government Intervention

- Communicable and Non – communicable disease
- Maternal and Child Health services
- Government Programmes, Policy and Schemes in India

UNIT IV: Counseling and Psychiatric Social Work and Health care organization

- Concept of Counseling and Psychiatric Social Work
- Common Mental Health Disorder
- Role of psychiatric Social Worker

UNIT V

- National International Organization: Indian council of medical research (ICMR), World Health Organization (WHO), UNICEF, Indian Red Cross Society, CARE

References:

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