

## DEPARTMENT OF LIFELONG LEARNING AND EXTENSION

### PALLI SAMGATHANA VIBHAGA

### VISVA-BHARATI

### Ph.D Course Work Curriculum

#### PROGRAMME OBJECTIVES

- To empower researchers as leaders who can create innovative techniques in academics and research.
- To provide researchers with the required tools for decision-making and data analysis.
- To sharpen researchers' R&D skills through the use of advanced interventions.
- To develop insights to undertake research projects in various streams of management.
- To develop each researcher's analytical thinking.

#### COURSE – I : ADVANCED RESEARCH METHODOLOGY

##### UNIT 1 : Introduction to Research

Introduction of research methodology, defining research problem and formulation of hypothesis, research design, sampling design, measuring and scaling techniques, methods of data collection.

##### UNIT 2: Quantitative Methods and Analysis

Basic Statistics, Data analysis, interpretation and presentation, Correlation and regression, Testing hypothesis, sampling techniques of large and small variables with business applications, Chi-square test, analysis of variance.

##### UNIT 3: Qualitative Methods and Analysis

Basic Techniques of different survey methods, participatory rural appraisal and participatory learning and action techniques, managerial applications of different qualitative techniques.

##### UNIT 4: Computer Applications in Research Methods

Software-SPSS, Ms-excel etc.

#### *Suggested Readings:*

1. Kothari, C.R., Research methodology, New Age International (P) Ltd., Publishers, New Delhi.
2. Panneerselvam, R., Research methodology, PHI Learning Pvt.Ltd., New Delhi.
3. Velde, Mandy van der, Jansen, Paul and Anderson, Neil, Guide to management research methods, Blackwell Publishing Ltd.
4. Bhattacharyya, Dipak Kumar, Research methodology, Excel Books, New Delhi.
5. Vijayalakshmi, G. and Sivapragasam, C., Research methods Tips and techniques, M.J.P. Publishers, Chennai.
6. Donald R. Cooper and Pamela S. Schindler, Business Research Methods, Tata Mc Graw Hill, New Delhi
7. Naresh K. Malhotra and Satyabhushan Dash, Marketing Research: An Applied Orientation, Pearson, New Delhi.
8. Richard I. Levin and David S. Rubin, Statistics for Management, PHI, New Delhi.
9. S.P. Gupta, Statistical Methods, S Chand & Company
10. Gujarati & Sangetha, Basic Econometrics, Tata McGraw Hill

## **COURSE – II : ADVANCED AND CONTEMPORARY THEORIES OF RURAL MANAGEMENT**

### **UNIT I: RURAL MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR**

Management principles and functions, skills and roles in an organization; Leadership and influence process; Work Motivation. Organizational design and structure, Organizational Change and development; Conflict Management

### **UNIT II: HUMAN RESOURCE MANAGEMENT WITH REFERENCE TO RURAL AREAS**

Concepts and Perspectives on Human Resource Management; Strategic human resource Management in rural areas, Manpower training and development; Talent Management, Stress Management, Knowledge management, Women work management, Self-Help Group management, Community knowledge Management, Management of Diversity, Work Life Balance.

### **UNIT III: FINANCIAL MANAGEMENT**

Accounting concepts and conventions; Accounting Standards; Cost-accounting: Cost concepts and Classifications; Usefulness of Costing to Managers; Preparation of Cost-Sheet. Financial analysis, Funds-Flow Statement, Cashflow Statement, Budgeting, Activity Based Costing, Marginal costing, Break—even analysis, Emerging short-term and long term financial instruments.

### **UNIT IV: RURAL MARKETING MANAGEMENT**

Nature, scope and concepts of rural marketing, Marketing environment; Marketing information system and Marketing research; Understanding consumer and Industrial markets; Product & Branding decisions, Pricing policies and strategies, Supply Chain management, Ethical issues in Marketing, Emerging trends in marketing.

### **UNIT V: RURAL ENTREPRENEURSHIP DEVELOPMENT**

Significance of Entrepreneurship in Economic Development; Characteristics, qualities and pre-requisites of entrepreneur. Business opportunities identification, Identifying new Projects; Preparing Project Profiles, Feasibility Study of project. SME's, Govt. support to new enterprise; Source of Finance; Entrepreneurship Development Programmes (EDP); Emerging trends in Entrepreneurship.

#### ***Suggested Readings:***

1. Peter F. Drucker, Principles and Practice of Management Practice Hall Ltd., New Delhi.
2. Maheshwari, S.N. (2001). Management Accounting and Financial Control. Sultan Chand and Sons, New Delhi.
3. Gupta, C.B., Human resource management, Sultan Chand & Sons, New Delhi, 2005, 6th ed.
4. I. M. Pandey, Financial Management, Vikas Publishing House, New Delhi
5. Maheshwari, S.N: Advanced Accountancy -Vol.II, Vikas Publishing House, New Delhi.
6. Zimmerer, T. H., Scarborough, N. M., Wison D., Essentials of Entrepreneurship and Small Business Management, PHI Learning Private Limited, New Delhi, 2009, 5th ed.
7. Charantimath, P. M., Entrepreneurship Development and Small Business Management, Pearson Education
8. Desai Vasant, Fundamentals of Entrepreneurship and Small Business Management, Himalaya Publishing House.

**COURSE – III : ADVANCED AND CONTEMPORARY THEORIES OF RURAL  
MANAGEMENT**

**Field Work, Literature Review, Project Report, Presentation / Demonstration**