

# Department of Rural Industries and Management

## Ph D Course Work

Semester	Paper Code	Course Title	Credits	Total
<b>Core Courses</b>				
I	17RIMR0101	Contemporary Perspectives in Management	4	24
	17RIMR0102	Rural Industries in Indian Economy	4	
	17RIMR0103	Entrepreneurship Development and Role of Institutions	4	
	17APRR0101	Research Methodology **		
II	17APRR0202	Quantitative Techniques **	4	
	17RIMR02SX	Specific course to be prescribed by the Doctoral Committee	4	
		Seminars (3) Term Paper/Topical Research		
III Semester onwards	a) Project Planning including literature collection, finalisation of objectives and methodology		4	
	b) Field / Lab Studies, Data collection, compilation of results, statistical analysis, results and final conclusion		32	
End of Program	Synopsis and thesis submission, final viva		6	

### List of courses that are candidate centric (17RIMR02SX)

17RIMR02S1	Rural Industries and Management;
17RIMR02S2	Management of Micro, Small and Medium Enterprises
17RIMR02S3	Rural Entrepreneurship and Empowerment
17RIMR02S4	Human Resource Management;
17RIMR02S5	Environmental Management;
17RIMR02S6	Khadi and village industries; and
17RIMR02S7	Handloom, Natural Dyeing and Technical Textile.

# 17RIMR0101 CONTEMPORARY PERSPECTIVES IN MANAGEMENT

**Credit : 4**

## **Learning Objectives**

- To acquire knowledge and understand the evolution of management thoughts for research
- To learn the basic knowledge of functional areas of management, and
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## **Learning Outcomes**

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- Recognising the importance and the impact of decision making and strategic thinking to the managerial role and functions of business.

**Unit I: Development of Management Thought:** Concept-Objective and scope-Management Vs Administration – Management Process-Management Thoughts: Pre-scientific management era - Management science era – Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Peter F. Drucker, Michael Porter, C.K.Prahalad – Strategic Management Process.

**Unit II: Human Resource Management:** Concept - nature and scope - functions and role of HR manager - Objective and policies - System approach to HRM – Organizing HRM Department - Human Resource Planning - Organisational behavior; Concept, Theories, Structure. Individual Behavior and Group Behavior, Motivation.

**Unit III: Financial Management:** Concept – Goals – Functions – Managerial accounting – Costing – CVP analysis, working capital management - Capital budgeting and project management – Equity research.

**Unit IV: Production Management:** Management of Production systems and types - productivity concept and measurement - Product engineering – Total quality management – Business process reengineering - world class manufacturing – Technology Management.

**Unit V: Marketing Management :** Concept – Functions of marketing - Marketing planning – Market Segmentation, Differentiation and positioning – Consumer behavior - Marketing mix –Rural marketing.

## **References**

1. Aswathappa K (2012), **Human Resource Management**, Tata McGraw Hill Education Private Limited, New Delhi.
2. Chandra Prasanna (1998), **Financial Management: Theory and Practice**, Tata McGraw Hill, Publications, New Delhi.

3. Chary.S.N (2008), **'Production Operations Management'** Tata McGraw Hill Publishing Company Ltd, New Delhi.
4. Hax-Majluf (1988), **Strategy Concept and Process, Pragmatic Approach**, Prentice Hall, New Delhi.
5. Heinz Weibrich and Harold Koontz (2004), **Principles of Management**, Tata McGraw Hill, New Delhi.
6. K.S.Chandrasekar (2013), **"Marketing Management – Text and cases"**, McGraw Hill education – Vijay Nicole, Chennai.
7. Mondy Wayne R, Robert M.Noel (2007), **Human Resource Management**, Pearson Education, New Delhi.
8. Pandey.I.M (2006), **Financial Management**, Vikas Publishing House, New Delhi.
9. Srinivasan.R (2009), **Strategic Marketing: The Indian Context**, PHI Learning, New Delhi.
10. Stephen P. Robbins and Mary Coulter (2004), **Management**, Prentice Hall India, New Delhi.
11. Global Business Review
12. Indian Journal of Management
13. Management Accountant
14. Management Education
15. Organizational Management

### **Methods of Teaching to be Adopted**

Class Room Teaching, Assignment, Self Studies, Field Visit, Exposure Visit, Invited Lecture, SWAYAM/NPTEL portal inputs.

**Credit: 4**

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**Unit I : Rural Industries:** Concept, need and importance, objectives and policies of rural industrialization - constraints – Skills, resources, finance, market, technologies - Major challenges in the current scenario.

**Unit II: Theories:** Economic growth, Theories of industrialisation, Theories of rural development, Gandhian constructive programmes, Permanence of Economy –J.C Kumarappa,– Theories relating to non-farm activities in the rural economy. Theories of Industrial location – Weber’s Theory and Sergeant Florence Theory, Resource Based Theory and its applicability to rural industrial research.

**Unit III: Policies:** National Industrial Policies - Rural Industries, Exclusive Policies for village and small industries, MSME Act 2006; Policies of the Ministry of Agro and Rural Industries – Policies of other Ministries, Departments, Commissions and Boards.

**Unit IV: Structure and Growth of Rural Industries:** Size, resources, skills, performance, production, sales and employment – plan wise, year wise, category wise and region wise.

**Unit V: Case Studies and Report Preparation:** Case studies on rural industries covering Mineral Based, Agro Based and Food Processing, Polymer & Chemical Based, Forest Based, Handmade Paper and Fiber, Rural Engineering & Bio Technology and Service Industry.

### **References**

1. Bhattacharya (1990), ‘**Rural Industries in India**’, B.K.Publishing Corporation, New Delhi.
2. Dagli (2001), **Khadi and Village Industries in the Indian Economy**, Commerce Publication, Bombay.
3. Gandhi M.K. (2004), **Village Industries**, Navajiran Publishing House, Ahamedabad.

4. J.C.Kumarappa (2002), **Economy of Permanance**, Sarvodaya Ilakhiya Pannai, Madurai.
5. Nageria, D (1971), **Industrial Estate Programmes, The Indian Experience**, SIET, Hyderabad.
6. NCAER (1990), **Rural Industries NITI AAYOG**: Studies Recently Published Reports of Gujarat Institute of Development Resource (GIDR), Ahmedabad on non-farm/unorganized manufacturing.
7. Rao R.V., (2005), **Rural Industrialisation in India**, Concept publishing Co., New Delhi.
8. Soundarapandian M. (1999), **Rural Industries in India**, Mohit Publication, New Delhi.
9. Sundarm K.P.M and Dutt, R. (2016), **Indian Economy**, S.Chand Group, New Delhi.
10. The Indian Textile Journal
11. Indian Journal of Fibre & Textile Research
12. Indian Journal of Finance
13. Indian Journal of Industrial Relations
14. International Journal of Rural Management
15. Journal of Rural & Industrial Development

### **Methods of Teaching to be Adopted**

Class Room Teaching, Assignment, Self Studies, Field Visit, Exposure Visit, Invited Lecture, SWAYAM/NPTEL portal inputs.

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**Unit I: Entrepreneurial Traits and Types:** Evolution of the term entrepreneur. Entrepreneur and manager. Traits of a true entrepreneur. Types of entrepreneurs. Functions of an entrepreneur. Behavioral patterns of entrepreneurs. Rural Entrepreneurship. Entrepreneur and stakeholders. Entrepreneur and global challenges. Values- ethics and entrepreneurship. MSMEs and entrepreneurship avenues.

**Unit II: Theories of Entrepreneurship:** Concept, different theories, views of Schumpeter, Walker and Drucker. Contribution of C. K. Prahlad. Motivational theories and entrepreneurship. Success stories of rural entrepreneurs,. Family Business in India – Gandhian philosophy and entrepreneurship.

**Unit III: Developments in Entrepreneurship:** Concept, entrepreneur and entrepreneurship, in-trapreneurship, techno-preneurship, net-preneurship, eco-preneurship, agro-preneurship, social entrepreneurship, cultural entrepreneurship, international entrepreneurship, edu-preneurship, culture, stages in the entrepreneurship development, factors determining entrepreneurship, entrepreneurial structures, qualities of entrepreneur, barriers to entrepreneurship development.

**Unit IV: Entrepreneurial Development Programmes in India:** Prime Minister Employment Generation Programme (PMEGP)-NEEDS Scheme. Margin Money Scheme. Marketing assistance, technology assistance, subsidy-incentive programmes. Women Entrepreneurship Development. Support to Training and Employment programme for women (STEP), Make in India, Digital India, Clean India, Made in India, Skill India - Skill Development Training Programmes, Green India, Start-up, Demographic Dividend and entrepreneurial avenues.

**Unit V: Role of Institutions and Report Preparation:** Institutional setup: DIC, Industrial estates, SIDCO, NSIC, Directorate of Industries, SSIC, SISI, SIPCOT, TIC, IIC, EGB, NAYE, SIETI, NPC, NRDCI, KVIC, TCOs, ITCOT, EDI, SIDBI, NABARD, NSDC, Commercial banks, New Entrepreneurial Development Agency - Project Report preparation, feasibility testing, content of business plan/project proposal, licensing agencies, location factors – AIC and other incubation facilities.

## **References**

1. Arya kumar (2014), **Entrepreneurship: Creating and Leading An Entrepreneurial Organisation**, Pearson, Delhi.
2. Batra G.S. (2002), **Development of Entrepreneurship**, Deep & Deep, Delhi.
3. Gupta, C.B. and Khanka, S.S (1996), **Entrepreneurship and Small Business Management**, S.Chand, New Delhi.
4. Khanka.S.S (2010), **Entrepreneurial Development**, S.Chand, New Delhi
5. Monica Loss and Bascunan F.L. (2011), **Entrepreneurship Development**, Global Vision, New Delhi.
6. Rathakrishnan L (2008), **Empowerment of Women Through Entrepreneurship**, Gyan Publishing House.
7. Raja Alias Pranmalai K.and S.Saranya (2015), **Entrepreneurial Performance**, Serial Publications, New Delhi.
8. Robert, D.Hisrich et al. (2013), **Entrepreneurship**, Tata McGrw Hill, New Delhi.
9. Soundarapandian M. (2001), **Rural Entrepreneurship**, Kanishka Publication, New Delhi.
10. Vasant, Desai (1992), **Dynamics of Entrepreneurial Development**, Prentice Hall, New Delhi.
11. Wilfret, P (2013), **Entrepreneurship in Management**, Pearl Books, New Delhi.
12. Economic & Political Weekly
13. Indian Journal of Industrial Relations
14. International Journal of Rural Management
15. Journal of Social and Management Sciences

## **Methods of Teaching to be Adopted**

Class Room Teaching, Assignment, Self Studies, Field Visit, Exposure Visit, Invited Lecture, SWAYAM/NPTEL portal inputs.

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**Unit – I: Scientific Research:** Methods of acquiring knowledge – positivism – authority, experience, inductive, deductive reasoning, scientific method – Principles and characteristics of scientific inquiry – Problem solving, inter-disciplinary and developmental research – Research ethics, Skills and aptitude - Plagiarism.

**Unit – II: Research Process:** Identification, Sources and selection of problem for research. Significance of review of literature; Hypothesis formulation, types, functions and role of hypothesis in research. Variables and types, preparation of a Research design and its components.

**Unit – III: Type and Methods of Research:** Experimental, explorative, descriptive and historical research; Diagnostic and evaluative studies, field survey – mapping and location of units, Case Study, Qualitative and quantitative studies, Trend and futuristic studies, Participatory and Expost-facto research, Longitudinal and cross sectional studies, mixed methods.

**Unit – IV: Data Types and Sources:** Tools and techniques of data collection – observation, interview, questionnaire and schedule – Projective techniques, Focus Group Discussion, Online research methods, sociometry, PRA psychological tests and scaling techniques – validity and reliability of data.

**Unit – V: Analysis and Interpretation of Data:** Data processing- scoring and categorization and coding – use of software – emphasis for data analysis – drawing of inferences and interpretation. Reporting research – Types of reports, format of a research report. References, footnotes, bibliography – glossary, appendix. Evaluation of a research report; Dissemination of research findings, webology and E-journals.

**References**

1. Donald H.Mc Burney (2003), **Research Methods**, Library of Congress Cataloging-in-Publication.
2. Earl Babbie (2004), **The Practice of Social Research**, Micro Print Pvt., Ltd.,



Chennai.

3. Kothari.C.R (2004), **Research Methodology (Methods & Techniques)**, New Age Interational, New Delhi.
4. Krishnaswami O.R., and M.Rangantham (2010), **Methodology of Research in Social Sciences**, Himalaya Publishing House, Mubai.
5. Kundra S. (2005), **Reporting Methods**, Anmol Publications Pvt. Ltd., New Delhi.
6. Sarma, R.P. and Rabi N.Misra (2006), **Research Methodology and Analysis**, Discovery Publishing House.
7. Vijayalakshmi G. and Sivapragasam C. (2009), **Research Methods: Tips and Techniques**, MJP Publishers, Chennai.
8. William M.K. (2003), **Research Methods** (Second Edition), Atomic Publishing, New Delhi.

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Class Room Teaching, Assignment, Self Studies, Invited Lecture, SWAYAM/NPTEL portal inputs.

**17RIMR02S1**

**AREA OF SPECIALISATION**

**Credit: 4**

The detailed syllabus for area of specialization shall be prepared by the respective Doctoral Committee, based on the thrust area of research in which the thesis topic chosen by the candidate.

The broad thrust areas of research of the Department of RIM are:

1. Rural Industries and Management;
2. Management of Micro, Small and Medium Enterprises;
3. Rural Entrepreneurship and Empowerment;
4. Human Resource Management;
5. Environmental Management;
6. Khadi and village industries; and
7. Handloom, Natural Dyeing and Technical Textile.

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**Unit – I: Mathematical Methods:** Determinants Matrices and Vectors; Differential Equations and their applications.

**Unit – II: Descriptive Statistics:** Univariate measures – central measures, dispersion measures and skewness and kurtosis measures.

**Unit – III: Correlation Analysis:** Simple, Partial, and Multiple; Regression Analysis: Simple, Partial and Multiple; Multivariate Analysis: Factor Analysis, Discriminate Analysis and Logistic Analysis.

**Unit – IV: Probability:** Theoretical Distributions – Binomial Distribution, Poisson distribution and Normal Distribution.

**Unit – V: Sampling Techniques:** Census Vs Sample Survey; Laws of Sampling, Sampling Techniques and Non-Sampling Techniques. Errors in Sampling; Testing the Reliability of a Sample; Theory of Estimation and Hypothesis Testing – Basic Concepts; Tests of Significance – Test of Attributes, Large and Small Sample Test; Chi – Square Test and Goodness of Fit.

### **References**

1. Agrawal, H.S (1977), **Introduction to Econometrics**, Laxmi N Agrawal, Agra
2. Baumol, W.J (1970), **Economic Theory and Operations Analysis**, IBH, Ltd, Mumbai.
3. Chaud.M and VAnand (1997), **Economic Theory A Mathematical Approach**, Kitab Mahal, Allahabad.
4. Dautizing (1963), **Linear Programming and Extensions**, Princeton, University Press.
5. Dorfman R. et al. (1977), **Linear Programming and Economic Analysis**, McGraw Hill Book Co, New York.
6. Gass, S.I (1964), **Linear Programming**, McGraw Hill, New York.
7. Hadley G (1962), **Linear Programming Readings**, Mass, Addison Wesley.
8. Singh S.P et al. (1977), **Econometrics**, S.Chand and Co Ltd, New Delhi

## **Methods of Teaching to be Adopted**

Class Room Teaching, Team Coaching Assignment, Self Studies, Invited Lecture, SWAYAM/NPTEL portal inputs.