

**CHOICE BASED CREDIT SYSTEM**  
**BA Group II: Elective Courses**  
**RURAL DEVELOPMENT**

One elective to be selected by the students of BA – Rural Development during I to III Semesters.

Course IV is an Open Elective to be selected by other students.

| Semester/<br>Paper   | Examination | Int. Ast<br>marks | Total<br>marks | Credits | Teaching work<br>load |
|--|-------------|-------------------|----------------|---------|-----------------------|
| Elective Course – I<br><b>BASRDCE 131:<br/>COMMUNICATION FOR<br/>RURAL DEVELOPMENT</b> | 40          | 10                | 50             | 1       | 2hrs.                 |
| Elective Course – II<br><b>BASRDCE 181: SOCIAL<br/>ENTREPRENEURSHIP</b>                | 40          | 10                | 50             | 1       | 2hrs                  |
| Elective Course – III<br><b>BASRDCE 231:<br/>TECHNIQUES OF SOCIAL<br/>RESEARCH</b>     | 40          | 10                | 50             | 1       | 2hrs                  |
| Elective Course – IV<br><b>BASRDOE 281:<br/>RURAL MANAGEMENT</b>                       | 40          | 10                | 50             | 1       | 2hrs                  |

**ELECTIVE Courses:**

**SCHEME OF EXAMINATION**

Max marks 40

Duration of Exam. 2hrs

Int. assessment 10

**SECTION-A**

Answer **ALL** the Questions

5x1=05

**SECTION- B**

Answer any **THREE** Questions

3x5=15

Answer any three questions out of four. Each question carries five marks

**SECTION- C**

Answer any **TWO** questions

2x10=20

Answer any two questions out of three. Each question carries ten marks

**CHOICE BASED CREDIT SYSTEM**

**Elective Papers**

**SUBJECT: RURAL DEVELOPMENT**

**Paper - I**

**BASRDCE 131: COMMUNICATION FOR RURAL DEVELOPMENT**

**Max. Marks: 50**

**Total Hours: 24**

**Credits: 2**

**Unit I: Communication: Basic Concepts**

- Concept, functions of Communication
- Formal and informal communication
- Verbal and Non-verbal Communication

6 hours

**Unit II: Understanding Human Communication**

- Elements of Communication
- Models of Communication
- Barriers to Communication
- Inter-personal communication –Feedback and Control-Effects of feedback in communication.

6 hours

**. Unit III: Effective Communication**

- Principles of effective communication
- Empathy
- Persuasion
- Perception
- Listening

6 hours

**. Unit IV: Communication for social change**

- Communication for social change
- Audio-Visual Aids- concept and classification
- Radio, TV and films for mass communication
- Digital media for communication

6 hours

**Recommended readings**

Barker, L. (1990). "Communication", New Jersey: Prentice Hall, Inc;  
Devito, J. (1998) Human Communication. New York: Harper & Row.  
Patri and Patri (2002); Essentials of Communication. Greenspan Publications

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**Elective Papers**

**SUBJECT: RURAL DEVELOPMENT**

**Paper - II**

**BASRDCE 181: SOCIAL ENTREPRENEURSHIP**

**Max. Marks: 50**

**Total Hours: 24**

**Credits: 2**

**UNIT I: Entrepreneurship Development**

- Entrepreneurship- concept, definition, need and significance of entrepreneurship
  - development in India
  - Entrepreneurship growth process
  - Entrepreneur-their characteristics
  - Entrepreneurial Motivation and challenges and barriers
- 6 hours

**UNIT II: Understanding Social Entrepreneurship**

- Social Entrepreneurship- concepts and approaches
  - Types of social entrepreneurship
  - Comparison between business and social entrepreneurship
- 6 hours

**UNIT III: Importance of Social Entrepreneurship**

- Importance of social entrepreneurship in India
  - Innovations and social entrepreneurship
  - Personality traits of social entrepreneur
- 6 hours

**UNIT IV :Examples of SocialEntrepreneurship**

- Harish Hande, FounderofSelco Solar
  - VikramAkula, Founder of SKS Microfinance
  - Muhammad Yunus. founder of the Grameen Bank,
  - Bunker Roy Founder of Barefoot College
- 6 hours

**Recommended readings**

Akhouri, M.M.P. (1990) *Entrepreneurship for Women in India*. New Delhi: NIESBUD.

Bedi, G. ; Shiva, V. (2002) *Sustainable Agriculture and Food security*. New Delhi: Sage Publications.

Chakravarty, S. (2000) *Development Planning*. New Delhi: Oxford Publishers.

Kundu, A.; Sharma, A.N. (2001) *Informal Sector in India-Perspectives and Polices*. New Delhi: Institute for Human Development.

**CHOICE BASED CREDIT SYSTEM**

**Elective Papers**

**SUBJECT: RURAL DEVELOPMENT**

**Paper - III**

**BASRDCE231: TECHNIQUES OF SOCIAL RESEARCH**

**Max. Marks: 50**

**Total Hours: 24**

**Credits: 2**

**UNIT I: Introduction to Social Research**

- Concept of Social Research
- Importance of Social Research
- Research problem formulation steps 6 hours

**UNIT 2: Research Design and Sampling**

- Types of Research designs
- Types of Sampling Techniques 6 hours

**UNIT 3: Data Collection**

- Primary Sources of data
- Secondary Sources of data 6 hours

**UNIT 4: Data Analysis Report Writing**

- Data Analysis process
- Writing a research report – steps 6 hours

**Recommended Readings**

Research Methods by Ram Ahuja

Scientific Social Survey and Research by Pauline V Young

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**Elective Papers**

**SUBJECT: RURAL DEVELOPMENT**

**Paper - IV**

**BASRDOE 281: RURAL MANAGEMENT**

**Max. Marks: 50**

**Total Hours: 24**

**Credits:2**

**UNIT-1: Introduction to Management**

- Concept of Management, Functions of Management
  - Management Vs administration
  - Project planning concept, process, Evaluation of rural development programmes
- 6 hours

**UNIT 2 : Leadership**

- Leadership: concept, types of leaders, qualities of leaders
  - Concept of Servant Leadership in rural community work
- 6 hours

**UNIT 3 : Team Work**

- Team work : Concept, Importance, Prerequisites of effective teams
  - Group Dynamics in rural communities
- 6 hours

**UNIT 4:Human Relations**

- Human relations: concept, Need, Important human relations skills
  - Conflict resolution techniques
  - Motivation techniques
- 6 hours

**Recommended readings**

BavaD.S: Rural Project Planning

Little IMD & JA Mirrless : Project Appraisal and Planning for Developing Countries

United Nations Development

Organization :Industrial Guidelines for Project Evaluation

PrasannaChanra : Projects Preparation , Appraisal and implementation

MridulaKrishna :Project Planning in India

Srinivasan – Mangement, Principles and Practice