



BACHELOR OF BUSINESS ADMINISTRATION
(BBA-ISM) Semester-I

Course Code	UM01SEBBS04	Title of the Course	Rural Development-History and Current Issues
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	<ol style="list-style-type: none">1. To get an exposure to a new rural area and the socio-economic condition of people .2. To provide knowledge from ancient to modern agricultural practices .3. To face the rural reality during the rural living and learning experience .4. To impart in-depth practical knowledge in crop cultivation practices.5. To cope with adverse situations during their rural staying at different remote parts of rural Bengal.6. To provide knowledge on working of different farm implements7. Detailed knowledge on various agri-business activities .8. To build the manpower for serving the rural community.9. To disseminate recent agricultural technologies through extension.
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Course Content		
Unit	Description	Weightage* (%)
1.	Rural Population: Size, Growth and Occupational classification, Migration Causes and effects. Rural Unemployment: Types, Causes, National Rural Employment Act. Rural Poverty: Measurement, Causes, Poverty Eradication programmes.	50%
2.	Rural Infrastructure: Growth in Roads, Railways, Energy, Irrigation, Banking, Insurance, Education and Health. Role of NGO in rural development.	50%



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Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Teaching-Learning Methodology	ICT through (e.g Power Point presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	The Programme has been framed to provide an understanding and experience of different aspects of Rural Development.
2.	It is to provide a holistic perspective of schemes/programmes of central govt. in general and state govt. in particular.
3.	It is to develop expertise in planning and management of rural development programmes with focus on participatory development.
4.	It is innovative, skill and employment oriented to attract bright students to the discipline of rural development.

Suggested References:	
Sr. No.	References
1.	Agorwala A.N. – Indian Economics
2.	Arora R.C. – “Integrated Rural Development”- S.Chand & Co. Ltd., New Delhi



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3.	Behari Bipin – Rural Industrialisation in India –Vikas Publication, New Delhi.
4.	Bhattachary B.N. – “Indian Rural Economics” – Metropolitan Book Co., Nerw Delhi
5.	Desai Vasant – Rural Development Vol-I to Vol-V

On-line resources to be used if available as reference material

On-line Resources
